



Hospice UK
Impact Report April 2021 – March 2022



Building back from the pandemic

Having faced head-on the first global pandemic in living memory, those providing hospice and end of life care continued to show unbelievable strength, resilience and resourcefulness in the way they tackled the challenges of COVID-19 and its aftermath.



Whilst the road has been extremely tough – and one that we are not yet at the end of – as interim CEO during this reporting period (April 2021 – March 2022) it's inspiring to see the brilliance and compassion of hospices and end of life care colleagues who continue to innovate, move forward and most importantly help people receive the best possible care at the end of life.

My predecessor Tracey Bleakley wrote in last year's report about the daunting challenges faced by the whole healthcare system in this country, and of the way that Hospice UK stepped up our vital work to future-proof the hospices, steering us through one of the toughest moments in our history. I am proud to echo these thoughts in this report.

And there is so much to be proud of at Hospice UK. Discussions gather pace around our work to influence the UK's end of life policy agenda through working with decision-makers in parliament and healthcare.

Our Dying Matters campaign continues to open up conversations around death and dying with diverse communities across the UK on how we break down stigma and care for people at the end of their life.

Our clinical and innovations knowledge networks have played a crucial role for hospices and health organisations during the pandemic, enabling members to share vital knowledge in a virtual environment – a method which could not have come at a more valuable time.

Our grants programme continues to drive innovation throughout all areas of hospice care from professional development bursaries for hospice staff to grants for technological advancement such as using virtual reality to aid patient care.

Hospice UK supporters also continue to play a pivotal role in helping us support our members, with an incredible £2 million raised this year by our corporate partners – for which we are both incredibly grateful and humbled.

The challenges we face as an organisation and as a sector are far from over, yet there is much to feel positive about, as we build year after year on our vision that everyone, no matter who they are, where they are or why they are ill, should receive the best possible care at the end of life.

Craig Duncan, Interim CEO, Hospice UK

April 2021 – March 2022: a year in numbers



Hospice UK's four strategic goals



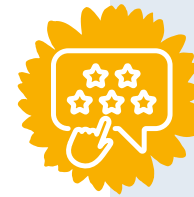
Extend our reach and enable hospice quality care to be delivered in any setting



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



Coming out stronger from the pandemic

This year, Hospice UK's immediate focus has remained to steer local hospices through the challenges of the pandemic. We've also aimed to ensure that as a society we are better prepared to provide end of life care for all who need it into the future.

Hospice UK continued to work closely with all UK national governments, and with NHS England and the devolved health authorities, to ensure that hospices were in a strong position to provide vital care to hundreds of thousands of people, and support the NHS as it responded to COVID-19.

Building on two rounds of COVID-19 response funding we secured from the government in England in 2020-21, along with funding in Wales, Scotland and Northern Ireland, we facilitated the hospice sector's continued support for the NHS and wider health and care system in response to the virus.

With £98 million of government funding we secured for the period between December 2021 and March 2022 in England, hospices helped support the NHS with the discharge of patients from hospitals to hospice care, and with wider community support for end of life care. This programme enabled more than four million community contacts*, and

more than 550,000 hospice at home and inpatient bed days.

As part of the COVID-19 response programme, additional grant funding was available to enable access to a single point of contact for palliative care and 24/7 specialist palliative care advice and support. We awarded 73 grants totalling over £4 million to hospices and NHS organisations.

Administrations in Wales, Scotland and Northern Ireland awarded nearly £6 million in additional funding.

Throughout the year we managed the distribution of over 38 million PPE items to hospices free of charge. Hospice UK has successfully advocated on behalf of hospice staff for access to vaccinations and testing, and coordinated submissions from local hospices into government consultations.

*Community contacts are individual instances of care or support offered by hospices to people living in the community.



Image courtesy of St Luke's Cheshire Hospice

Promoting equality

Through our partnership with the Masonic Charitable Foundation, we awarded £22,000 to **St Luke's Hospice** in Winsford to promote equality and increase accessibility to Cheshire hospices for the LGBTQ+ community.

The funding enabled the appointment of an LGBTQ+ Facilitator, who works across three hospices to support staff and build a confident culture of inclusivity and open and honest conversations with other members of staff, patients and visitors.

Engagement with the LGBTQ+ community has enabled the hospices to build connections with Chester Pride, who are supporting the hospices in becoming more LGBTQ+ inclusive.

Our long term goals are to make sure that people don't perceive hospices to be something they can't access. We want to remove any barriers for anybody accessing end of life care.

Ellen Coleman, LGBTQ+ Facilitator, St Luke's Hospice



Image left and right: Richard Euston, Vice Chair & Director, Chester Pride and Ellen Coleman, LGBTQ+ Facilitator, St Lukes Hospice Cheshire



Goal One:

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

High quality end of life care should be delivered wherever it is needed. We encourage and empower frontline staff and clinical leaders to collaborate and learn from one another to achieve this.

Project ECHO™* goes from strength to strength as a tool to coordinate the response to the pandemic and to drive improvements in palliative and end of life care. We trained hospices and NHS Trusts to become ECHO hubs, with staff from six organisations completing partner launch training. This year Hospice UK delivered 43 ECHO sessions with 2,137 attendances across eight ECHO Networks.

In **Northern Ireland**, our Belfast-based Project ECHO team provided support and training to health and social care partners across Northern Ireland to keep services connected, delivering 224 ECHO Sessions to over 8,500 participants. The Project ECHO NI Evaluation Report was published in March 2022 and showed a positive impact across the health system in Northern Ireland.

This year our **Clinical Communities of Practice** ran 20 webinars, which were attended by more than 1,700 participants from across the four nations. These allow the sharing and discussion of information and best practice across topics such as how to deliver high standards of patient safety and ensuring hospices are better equipped to avoid infection.

In **Wales**, Hospice UK successfully engaged prospective Members of the Senedd ahead of the 2021 elections, and our work helped to secure strong support from the new Welsh Government, including commitments to

‘focus on end of life care’ and ‘review hospice funding’. This work has led to an additional £2.2 million in annual funding for third sector hospices in Wales.

In **Scotland** we launched a major report into the Future of Hospice Care in collaboration with the Scottish Hospice Leadership Group. We produced a manifesto of asks of political parties in the May 2021 Holyrood elections, and provided detailed responses to a number of consultations, including the National Care Service (NCS), the Scottish approach to a COVID-19 public inquiry and a member’s bill on assisted dying.

We continue to champion the quality and importance of hospice and end of life care in **Westminster**. We secured direct policy change through a number of projects, including an amendment to the Health and Social Care Bill 2022 achieved in collaboration with other organisations – a major step forward in strengthening the requirement for palliative care to be commissioned across England.

Our relationships in Westminster, and with NHS England, remain strong, allowing us to ensure the hospice and wider end of life community’s voice was heard in consultations on the Care Quality Commission’s new strategy, Health Education England’s workforce strategy, the Autumn Budget, the Health and Social Care Committee’s inquiry into workforce and the UK Commission on Bereavement.

*Project ECHO™ (Extension of Community Health Outcomes) is an evaluated knowledge sharing methodology developed by the University of New Mexico in 2002 and currently used in 34 countries worldwide. Hospice UK was the first to introduce this to the UK.



You have done a superb job in uniting teams on the incredibly vital role the hospice sector plays in the care of all communities.
A Project ECHO member





Goal Two:

Tackle inequality and widening access to hospice care

Around 100,000 people don't get the care they need at the end of their life, with some groups missing out more than others.

Our research and influencing programme to improve equity in who receives end of life care stepped up significantly this year. We research and work with communities to identify what needs to change, and how.

In May 2021 we published **Equality in Hospice and End of Life Care: Challenges and Change**. It has since been cited within NHS England's end of life plan on inequalities and presented at NHSE webinars, conferences and to key stakeholders, including the Welsh Government and the Scottish Hospice Leadership Group. The report provides the foundation for a series of 'deep dive' research projects examining the experiences of different groups in end of life care.

The first of these, 'Dying Behind Bars', examined how the surge in the numbers of deaths in prisons has led to a significant unmet need for end of life care. Our growing presence in this area was reflected by more than 250 attendees from across health and justice joining our expert webinar on prisons and end of life care.

Through our Dying Matters campaign and policy work, we highlighted an important issue faced by thousands during the COVID-19 pandemic: **a significant surge in the numbers of people dying at home without doing so by choice**. In an ongoing project, we provided a platform for families affected to share their experiences, secured



significant national media coverage and engaged MPs and other decision-makers on the issue. Hospice UK continues to push for the challenge of deaths at home to be specifically considered by the UK COVID-19 Public Inquiry.

As part of a three-year project to consider and address the needs of young people with long-term conditions as they **transition from children's to adult services**, three ECHO Transition Hubs are now established and facilitate learning events for their communities of practice.



Maureen Anderson's parents died at home in the early stages of the pandemic. We've been working with Maureen to highlight the challenges that her family – and many other families like her – faced.



Images right and above:
Maureen Anderson, Dying Matters campaigner
and Maureen Anderson's parents



Goal Three:

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

The pandemic has the potential to shift the willingness and ability of everyone to think about and plan for the end of their life. Hospice UK delivers projects and activities to work together with communities to deliver change in this area.



The **Dying Matters campaign** continues to expand beyond our annual Awareness Week in May. This year saw more than 160 public events take place across the UK, and generated over 100 pieces of media. Aiming to meet our audience where it is, and talk about dying and grief in a way which is culturally relevant and engaging, there were over 15,000 downloads of our refreshed range of resources and advice. Curated storytelling and sharing user experiences generated a positive response, reaching more than 800,000 people online.

#IRemember in November 2021 saw hundreds of members of the public sharing memories of loved ones who have died, backed by more than 40 influencers including MPs, podcasters and celebrities. We commissioned an original creative piece of poetry by Suli Breaks to support the activity and broaden our audience by providing a platform for different ways of talking about grief. Supported by Dignity plc, we are piloting a small grants programme to fund arts and culture based activities within communities who are traditionally less supported by this work, with an overwhelming response of 130 applications to deliver such projects.

A successful cross-sector partnership to **support professionals** experiencing pandemic-related distress closed in November 2021, having helped 900 frontline workers with their mental health. Working alongside national partners Shout, Samaritans, Mind and The Royal Foundation of the Duke and Duchess of Cambridge, 'Our Frontline' signposted critical mental health and wellbeing services to over 270,000 people online and by phone.

Hospice UK provides a national hub of information for families experiencing dying and bereavement, and for professionals working in this space. This year we responded to over 800 direct enquiries, and many thousands more accessed information on our website. The Hospice UK website was updated in a major redesign project, benefiting hundreds of thousands of users each year.

Compassionate Employers, our workplace support programme, has developed and expanded with six organisations now enrolled on the programme. This year saw the development of the resources that employees can access. We spoke at a number of high profile workplace wellbeing events raising the profile of the programme and the importance of supporting people affected by terminal illness or bereavement at work.



Image above: The Hospice UK Compassionate Employers team

Hospice UK secured funding in March 2020 to **support bereaved people** with a project aimed at those who are not ordinarily able to access bereavement services, and prototyping different approaches to providing online support. Nine hospices delivered 21 projects, enabling virtual bereavement services to be delivered to people at home, in the workplace or communities.

The content was extremely useful and I will definitely use the resources to help support colleagues, customers, and myself on a personal basis.

Anchor employee on Compassionate Employers



Goal Four:

Empowering a strong, dynamic and responsive hospice sector

The resilience of the hospice sector shone through during the pandemic – but the crisis also exposed the fragility of end of life care, and significant questions remain about its future structure and funding.

Our programme of work considers those big questions, while providing practical support for hospices and hospice staff to innovate and improve care in the short and medium term.

The **Future Vision programme** harnesses expertise and knowledge to support and build the capacity of local care providers to achieve long-term sustainability. A Discovery Phase led to the identification of nine sustainability principles, which form a framework used by hospices and commissioners of healthcare to provoke conversations across the whole healthcare system and re-imagine a new approach.

Phase Two uses these principles to bring together partners to share insight, intelligence and learning. A new **online Innovation Hub** will share Future Vision's knowledge and experience, enabling hospices to explore new solutions and initiatives to enact the change needed for their community.

Hospice UK's **PopNAT tool** is being updated to continue to support hospices, local decision makers and other service providers across health and social care to plan for the future. We are also working with hospices to steer the building of relationships within systems at a local and regional level across the UK.

Our **annual national conference**, attended by over 600 delegates, and programme of webinars and networks, plays a key part of this. Along with our Innovation ECHO

meetings, over 100 delegates from senior positions and boards in hospices attend regular trustee network meetings.

Hospice UK conducted a 'snapshot' **workforce survey** in March 2021 to map the specialist palliative care workforce across the UK. Key headlines shine a spotlight on the challenges facing hospices, including an ageing workforce and high level of vacancies. It confirmed the urgent need for stronger development of clinical career pathways and education networks with a focus on workforce supply, recruitment, and retention.

Working in partnership with the Foundation of Nursing Studies we are helping to equip senior nurses to support the emotional wellbeing of their staff. More than 20 hospices are taking part through the development and implementation of a **Resilience Based Clinical Supervision (RBCS)** model.

Hospice Care Week celebrates the achievements of the hospice community in the UK. Nearly 150 hospices took part on social media, and many delivered face to face events across the UK, generating local and national media coverage.

Brilliant discussion – I always feel very supported. I only realised that I had a support network when I came here.

RBCS Community of Practice



So much good stuff! I have come back with so many good ideas. It has really given me a boost. There was content for the whole hospice 'family'.

Hospice UK National Conference attendee

The overarching focus was on shifting the notion of 'hospice' as a building to 'hospice' as an area of expertise brought into partnership with local, civic and government policy-makers – to create together, a more death literate culture and society.

Hospice UK National Conference attendee

My colleagues and I were really struck by the theme of equality and equity of access...thought provoking and uncomfortable to listen to at times but it has spurred us on to look at our own organisation and review the way we interact with all of our community.

Hospice UK National Conference attendee

Sharing of experiences, simply being in contact. The relationships are strengthening through our regular contact, which is lovely to see.

RBCS Community of Practice

I am excited to be getting going with my own group. Once I have this underway, I feel I will be in a more robust position to cascade and get other groups going through supporting of the other facilitators.

RBCS Community of Practice



Improving care through Hospice UK's grants programme

Our grants programmes are designed to drive innovation and improvement in hospice and palliative care across the UK. Between April 2021 and March 2022 we awarded a total of 239 Hospice UK grants totalling £352,000.

With generous support from the **Rank Foundation**, we awarded six grants to hospices in Scotland totalling £96,316. Projects are aimed at re-opening day care using new approaches to both virtual and safe face-to-face services.

The **Wolfson Foundation** continues to support hospice staff with professional development grants awarded by Hospice UK. This year 229 staff were awarded a grant, with a total value of nearly £208,000.

These grants are open to nurses, doctors, healthcare assistants, allied health professionals and social workers employed by member hospices in the UK.

The grants programme support three categories of funding. Category 1 funding enables staff to take patient care courses, and high level university palliative and end of life care courses. Category 2 funding teaches non-academic staff to train others on aspects of care and staff can attend a course to learn how to design, deliver & evaluate their own training courses. Category 3 funds training in audit, service evaluation and research to enable hospice staff to identify and gather data and experiences that show the significant difference hospices make to end of life care.



Image courtesy of Dorothy House Hospice

Your support: making the impossible, possible

We have yet again received incredible support throughout the year from our supporters, who not only underpin our vital work financially, but help us to build understanding of death, dying and grief in their communities too.



We celebrated the 25th anniversary of our **partnership with the National Garden Scheme in 2021**. Since 1996, the NGS have donated an incredible £6.4 million to Hospice UK. To mark this milestone we sent David Austen 'The Generous Gardener' rose plants to

participating hospices. NGS remain one of our largest and most loyal supporters, donating £500,000 this year.

Our first year in partnership with the **PwC Foundation** was hugely successful, raising £140,000 through a range of fundraising activities, such as a touring-the-nation walking challenge and a virtual carol concert. PwC's employees have brilliantly supported Hospice UK and their local hospices by completing 67 hours of virtual volunteering.

Despite the pandemic drastically changing the fundraising landscape, through our partnership with **Deutsche Bank** we raised a remarkable £2.3 million over two years. Showing enormous generosity, their staff donated a day of their salary to Hospice UK, raising a phenomenal £858,000 this year. Colleagues also took part in the three peaks challenge, and the Olympics-inspired virtual Tokyo Challenge, covering a distance of 6,000 miles by running, walking, cycling or running.

We're proud to be working with our retail partners **New Look** and **Joules**. New Look colleagues and customers across the UK took on a series of sport-themed fundraising challenges as part of their 'Going for Gold' fundraiser, including the Yorkshire Three Peaks Challenge and a cycling challenge from Newcastle to Edinburgh. Going for Gold raised over £150,000.

Joules found innovative ways to continue supporting hospice care through such difficult times, raising over £30,000 through employee fundraising and online donations.

Our long-term partnership with **The Co-operative Bank** continues, with a fantastic £55,000 donated this year by generous colleagues and customers through their Everyday Rewards accounts.

Our **individual fundraisers** across the UK have been tirelessly creative and dedicated to raising funds for hospice care.

In 2021 our **London Marathon team** raised a total of £610,000 – our best year ever. We are so incredibly grateful for their unfaltering support through such turbulent times.

This year over a third of the funds we raised came from people who left Hospice UK a gift in their Will. These gifts will benefit generations to come, ensuring that more people will get the quality hospice and end of life care that they need and deserve.

In June 2022, **Phillipe and Ian** took on the challenge of cycling from Carshalton and Chislehurst to Marseille in memory of Phillippe's mother-in-law and a close friend. Together they cycled an incredible total of 800 miles over consecutive 9 days and raised a fantastic £3,388.

To them, and all our countless other fundraisers – **a huge thank you.**

Image (left): St Joseph's Hospice on an NGS open day
Image (right): courtesy of Philippe Boyer



We chose Hospice UK as I lost my mother-in-law, Hilary, in 2020 and Nick, a close friend, in 2021. Both needed end of life care and it was amazing to see the wonderful people responsible for providing it and making sure that as much stress as possible was taken off the shoulders of the family. It was truly humbling. It is extremely important to make sure that other families will be able to benefit from such services, if and when required.

Phillipe and Ian, Hospice UK fundraisers (pictured).

Our finances

The table below shows our income and expenditure in the year to March 2022. For our trustees annual report and full audited statutory accounts, please refer to our website.

For the year ended 31 March 2022

	2022 Total £'000
Income	
Donations and legacies:	
Funds raised for Hospice UK	8,799
Government grants to support COVID response	98,859
Funds raised for independent hospices	153
Income from other trading activities	288
The Coronavirus Job Retention Scheme Income	43
Investment income	56
Income from charitable activities:	
Supporting those providing end of life care	933
Total income	109,132

	2022 Total £'000
Expenditure	
Expenditure on charitable activities:	
Extend our Reach	1,105
Tackle Inequality	697
Work with Communities	929
Empower a Strong Hospice Sector	1,490
COVID-19 response in England	99,277
Costs of raising funds	1,646
Total expenditure	105,145
Net income before gains/(losses) on investments	3,987
Realised (loss) on investments	(20)
Unrealised gains	99
Net income for the year	4,066

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

- abrdrn plc
- AmazonSmile
- Anchor Hanover
- Bluestream Academy
- Deutsche Bank
- Dignity
- Dreamscape Solutions Limited
- haysmacintyre
- Joules Group plc
- Life Ledger
- Lottoland
- National Garden Scheme
- tyl by Natwest
- New Look Retailers Limited
- Northern Trust
- Peridot Partners
- PwC Foundation
- Raffolux
- Skyline Business Services Limited
- St. James's Place Wealth Management
- The Co-operative Bank plc
- Towergate Insurance



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