



The Shakespeare Hospice

Impact Report 2020/21





Introduction

Firstly, during this unprecedented year, I must pay tribute to the Hospice teams who have continued to be dedicated to their work during this most difficult time. A huge thank you to the clinical teams for delivering care on the frontline and to the fundraising and retail staff, who have continued to raise much needed funds.

We are pleased that we have been able to deliver our clinical services, albeit slightly differently during the pandemic, and we have also taken opportunities to work more closely with our NHS colleagues.

Our services continue to operate remotely, and the Day Hospice will remain closed until it is safe to reopen. During these challenging times, our Day Hospice and Hospice at Home teams have worked together to provide the resource required to support our patients and families at home.



Our Management and admin teams have worked very flexibly whilst we have been holding some vacancies, and our Trustees have also given great support during this period. My grateful thanks to them all. Working remotely, delivering services differently and maintaining communication with all of our teams has brought its challenges and at times we have felt “zoomed” out, however, we do consider that going forward we will maintain a blended approach to being office based and working from home.

At the onset of the pandemic, some members of our team were furloughed, and our volunteers were stood down. As a consequence of remodelling our services and reviewing our strategy, unfortunately, we also had to make some redundancies. Our staff who were made redundant were very gracious and understood the situation and I thank them for all their years of service to the Hospice.

Our Income Generation Strategy has been reviewed, with investment in regular giving and the development of online retail. Our emergency appeal, major donor support, NHS England grants and retail rent and rates relief all contributed to maintaining our much needed income and we were extremely grateful for a significant legacy which meant that we could plan ahead with some confidence.

Our shops have closed during the lockdowns; however, we have maintained a fundraising presence in our local community. Big thanks to our amazing supporters who have continued to support us through this period, which has been difficult for everyone. Looking ahead to next year, we will make a cautious return to the Hospice site. The next 12 months will begin to reveal the long term impact of the pandemic, and although we will still be living with uncertainty, any changes we make will be in line with the needs of our community.

We will continue to build on the opportunities that have been created by working more collaboratively with the NHS and other charities. Sincere thanks again to our dedicated teams who go over and above every single day to ensure that our patients and families receive the care and support that they need.

Thank you also to all our volunteers and donors, who have continued to support and sustain us throughout this year. We are really looking forward to welcoming you back to the Hospice, when safe to do so, and working closely with you all again.

Angie Arnold

Chief Executive,
The Shakespeare Hospice

Who We Are

The Shakespeare Hospice offers a diverse range of community based services. Our expert care is available not just to our patients but also their families, loved ones and those who matter the most to them.

We support over 1,000 patients and their families every year.

Adult Community Care Service Day Hospice and Hospice at Home Services

We provide palliative and end of life care to adults (aged 18+) who are registered with a GP in South Warwickshire.

Rehabilitation/Therapy Services

Our Therapy service aims to increase people's independence, level of activity, feelings of empowerment, control and quality of life.

Adult Counselling

We support patients and their carers or family members - who are affected by a life-limiting condition and individuals who have been bereaved within the last two and a half years.

Transitional Care Service

We support young people aged 16-24 with a life-limiting condition to undertake a seamless transition from child to adult services.

Children and Family Support Service

We offer support to children and young people, who have either been bereaved or who are facing the loss of someone close to them, who has a life-limiting illness.

Adult Community Services

Day Hospice and Hospice at Home Services

Our Adult Community Service provision is meeting the changing needs and demands within community care, supporting the NHS to reduce the number of inappropriate admissions to acute settings for end-of-life care.

At the start of the pandemic it was necessary for our traditional Day Hospice service to provide care differently, due to Covid-19 restrictions meaning that the centre was unable to open. With this in mind Day Hospice moved to an 'outreach approach' and co-joined with our Hospice at Home service, optimizing our care offer within patients own homes and the community setting. This newly formed service restructured rapidly and by April 2020 was successfully working as one, with a combined caseload.

In addition a virtual support package was also mobilised to complement our community offer. The team provided virtual support wherever suitable, with those most in need receiving face to face support in their home. Our priority at all

times being to deliver high quality, safe care for all of our patients, carers and loved ones to fulfill their wishes.

501
SUPPORTED PATIENTS

The team cared for a total of 501 patients, 284 were new referrals. In addition, the service also provided extended informal support and care to those patients' families and support networks.

Maddie's Story

"In Maddie's final days at home, the Hospice at Home team dealt with Maddie's every need and this gave me and my family the time to spend with Maddie as she passed away with her closest loved ones with her. I feel the hospice delivered a superior service and I will most certainly want the same service myself when the time comes"

- Maddie's Husband



Rehabilitation/Therapy Services

Our Rehabilitation and Therapy service provides practical support and advice to empower people to overcome barriers that are preventing them or limiting them in doing the everyday activities that are important to them. Input from an Occupational Therapist aims to increase people's independence, satisfaction and quality of life.

An Occupational Therapist considers all of an individual's needs – physical, psychological, social and environmental – and how a person's illness or treatment impacts upon their ability to engage or complete their meaningful activities.

During the first 12 months and the height of the pandemic approximately 135 visits were performed by the Occupational Therapist, to those most in need. These visits supported the virtual assessment programme which was also being undertaken, where appropriate and in line with patient needs. The combination of service delivery methods ensured that all patients received the right level of input necessary in the safest way possible.

"It is a difficult journey and having Sarah has helped greatly in the support and care she gives"

– patient



"As an Occupational Therapist I focus on what people want and need to do on a daily basis. This is different and individual for every person, which is what makes Occupational Therapy so special and rewarding."

Together, we establish what that person wants to do and what they need to do and set these as our goals, and work towards them by looking at what barriers there are for them in achieving their goals. From this, together we can work on overcoming these barriers which maybe in the form of looking at how someone completes the task to simplify it or to provide equipment to help complete the task safely. I can also advise on how to manage symptoms, like fatigue, that may impact on someone's ability to 'do'. In combination these approaches can help to achieve the person's goals which can give a great feeling of satisfaction for everyone."

- Sarah, Occupational Therapist



Adult Counselling

Our Adult Counselling service is available to patients and their carers or family members who are affected by a life-limiting condition and individuals who have been bereaved within the last two and a half years.

Responding to the bereavement needs of individuals before and after the death of someone close is an important part of our work. Counselling provides a private and confidential space to explore and make sense of thoughts, feelings and experiences without judgement with a trained counsellor or our highly skilled bereavement support workers.

842

VIRTUAL ONE-TO-ONE CONSULTATIONS

On average, our clients have received around 12 sessions each, sometimes more for our pre-bereavement clients. This is often significantly more sessions than can be provided by the NHS Counselling service as standard. There were 126 clients supported by the Adult Counselling team in virtual one-to-one sessions, of which 92 were new referrals with an equal proportion of those receiving pre and post bereavement support.

*"Being diagnosed with a life threatening or degenerative illness is very frightening. When my GP offered to get me a day or two at the Hospice, my reaction was **"does this mean that I am going to die very soon or will I have to sit and read to contemplate my prognosis"** I was totally wrong. My experience was exceptional. The staff, the professionals and voluntary team are very dedicated in helping you to achieve contentment with your life. They offer the opportunity to learn new skills, they also offer complimentary therapies.*

When I was asked about counselling I thought that perhaps the staff could see something in me from the norm. However, apart from Covid-19 changing everything, this is usually face to face, but technology offers a continuation via Zoom or Teams. I have learnt so much about myself and how to look at life generally. This is because I feel I can trust through a special understanding, allowing you to open up, not be challenged and reflect."

- Anonymous client

Transitional Care Service

The Transitional Care Service support young people between the ages of 16 – 24 years diagnosed with a life limiting illness. These young people will often have hereditary, metabolic, acquired, or rare diseases that could be life-limiting and survival only into early adulthood. The service provides a seamless transition for young people from adolescence to adulthood. This is achieved by working closely with the Hospice’s in-house services, other healthcare professionals, and external agencies.

Our patients’ life limiting health conditions are unique and complex, meaning that due to their brittle nature the risk of contracting Coronavirus has required that they strictly isolate during the pandemic. The support from the Transitional Care team has subsequently needed to be virtual, unless a crisis has arisen.

Our specialist team will set realistic goals in agreement with the younger person and their carers/family, which together we will work on steadily until they are confidently and successfully achieved, giving an important sense of empowerment and satisfaction! Examples have included access to specialist education facilities at college, an understanding of financial independence and management and also supported residential placements where networks and peer support can be accessed to maximise a sense of independence and personal growth.

Our service has supported 16 clients transitioning from paediatric to adult care services during 2020/21, providing 225 virtual sessions for both Transitional Care patients and health care professionals.

225
VIRTUAL SESSIONS



Henry’s Story

“Henry is 23 years old and was diagnosed with Duchenne Muscular Dystrophy, a common genetically inherited disorder. Working together with Henry, we set out a transition plan to help him and applied for a Motability grant to source a vehicle which would suits his personal needs.

As a service we aim to ensure that Henry and other young people who have a life-limiting illness have access and knowledge to all opportunities that will help enhance their life experience, promote independence and ensure they are a valued member of society”.

- Hazel, Transitional Care Nurse



“Hazel and Paul have helped me to source the equipment I need and get funding for a car and wheelchair. Being able to go out on trips and holiday has improved my confidence. I really look forward to getting out of the house and coming to the Hospice, and enjoy all the trips which they organise. I missed this when I had to self isolate because of the pandemic”.

- Henry



“I have been supporting Henry for several years and he has much more confidence now, we couldn’t have helped Henry sort all these things out alone and are so grateful to this service”.

- Henry’s carer Chloe

Children and Family Support Service (CFSS)



The service offers support to children and young people between the ages of 5-18 who have either been bereaved or who are facing the loss of someone close to them, who has a life-limiting illness.

Our offer is unique and provides a tailored approach, ensuring that every individual receives the care that they require. Over the last year the team have supported 171 individuals. This includes children, their carers and professionals (most often teaching staff).

Typically, schools have been the most common referral source, but 2020/21 witnessed a change to this, with family members becoming the highest referring group. This is thought to be as a direct result of the restrictions placed upon schools during two of the lockdowns. The team were worked with 20 different schools during 2020/21.

The average age of children receiving our input were between the ages of 5 years and 10 years old. Throughout the pandemic, the team have provided 649 virtual one-to-one sessions and 169 face to face sessions (within schools).

171

INDIVIDUALS SUPPORTED

55

WERE NEWLY REFERRED CHILDREN TO THE SERVICE

Making a Splash...

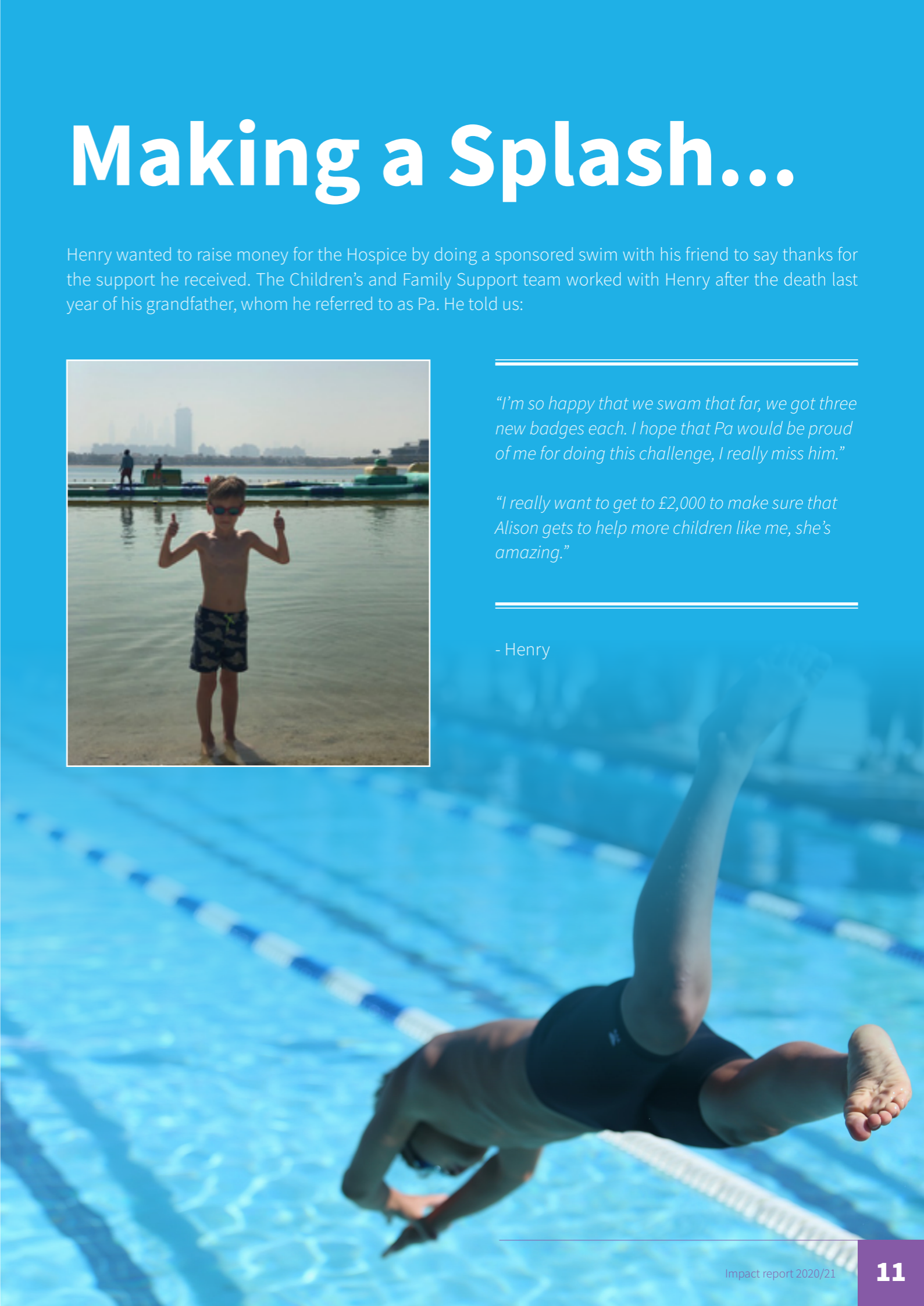
Henry wanted to raise money for the Hospice by doing a sponsored swim with his friend to say thanks for the support he received. The Children’s and Family Support team worked with Henry after the death last year of his grandfather, whom he referred to as Pa. He told us:



“I’m so happy that we swam that far, we got three new badges each. I hope that Pa would be proud of me for doing this challenge, I really miss him.”

“I really want to get to £2,000 to make sure that Alison gets to help more children like me, she’s amazing.”

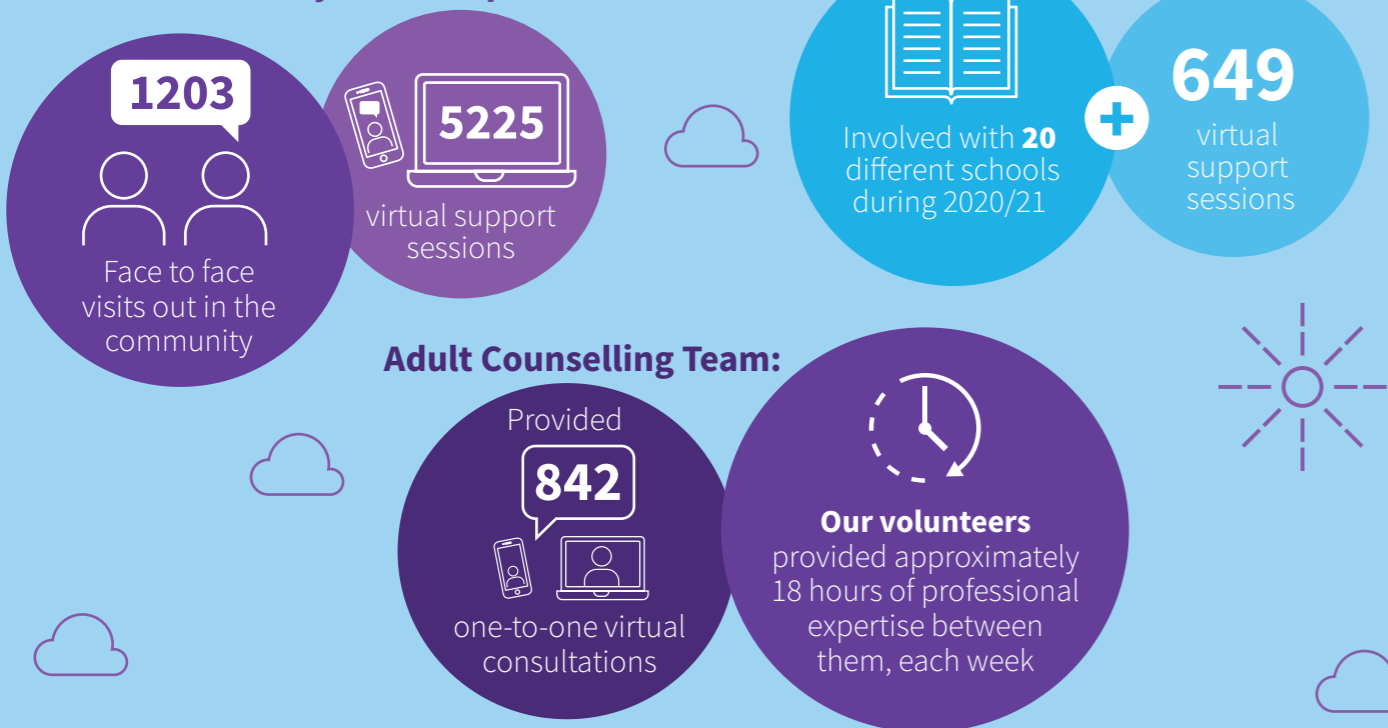
- Henry



Our Highlights




Children's and Families Support Service:

Adult Community Services provided:



Achievements

Achievements during this year have been far reaching; just a few of these are given as examples below:

-  Both the Adult Counselling and Children's and Families Support Service successfully transitioned to an online virtual offer available to all clients within just two weeks of the first lockdown commencing.
-  To support our community care model, we launched an internal 'Single Point of Access' (SPA) at the onset of the pandemic which is a designated referral line, manned by a qualified nurse, 7 days week during daytime hours. Any professional can use this number and our staff member will do the rest for them, saving time and providing ease of access to our full range of in house services.
-  Throughout the pandemic Hospice clinicians have continued to work closely with the NHS. One of the many benefits experienced, resulting from the pandemic, has been the enhanced and continuously improving relationships/communication with many key professional stakeholders, particularly our NHS colleagues.

Income Generation

The majority of our public fundraising activities and events were cancelled or postponed due to the Covid-19 pandemic. We refocused and prioritised the objectives outlined in our 3 year (2020-2023) Income Generation Strategy to develop and grow a sustainable and long-term income from regular giving, in-memory, legacies, and through ecommerce.

We launched an Urgent Funding Appeal at the end of March 2020 and the Hospice was featured on Sky News and BBC Midlands Today.



We responded quickly to the new virtual world to stay connected to our supporters and beneficiaries. We successfully delivered our first virtual Light up a Life service; a pre recorded church service for our community to join us remembering their loved ones from the comfort of their home.

We also launched an Online Remembrance Book for families to write a special dedication or create a lasting tribute page which can be easily shared with friends and family.



Throughout 2020 we launched several new virtual fundraising activities. While we were sad to cancel our traditional Great Shakespeare Ride event, we were excited to introduce our exclusive, virtual newcomer the Tour De Shakespeare cycle challenge.

We created something completely different with a 6,657 mile route and interactive journey from The Shakespeare Hospice in Stratford-upon-Avon via Scotland, Denmark, Italy and more, visiting many of the countries where Shakespeare's plays were set.

Retail

In view of the current climate and predictions for the foreseeable future, charity retail e-commerce will play an increasingly larger part in the future of our Hospice retail income. 2020 was a pivotal time to review and develop the hospice e-commerce operation. We were pleased to finally launch our new online shop selling a wonderful collection of greeting cards for all occasions with a personalised handwriting and delivery service.



It has been a difficult year for trading due to the Covid-19 restrictions and enforced shop closures for our six charity shops. In line with the Government's roadmap, and guidance for operating with Covid-19, a huge amount of work was going on behind-the-scenes to re-open our shops and ensure they were a safe environment for our staff, volunteers, and customers.

We have continued to be well supported by our community, selling a variety of quality goods which have been donated by the generous public. Our shops, which include a specialist Bookshop in the heart of Stratford-upon-Avon, a Furniture and Homeware Store set across 2 floors and operating a **FREE** furniture collection service, and 4 high street shops, all play a vital part in helping us generate the income we need to continue providing our services.



Visiting and shopping at one of our shops, or by donating your pre-loved items, allows us to continue caring for those who need us in our community.

Volunteering

Our volunteers are such a valuable resource, supporting our staff across all of our departments from our shops, driving our vans, helping with fundraising, maintaining our Hospice garden, supporting our patients and their families, and providing other essential support across departments.

We had to stand down the majority of our volunteers at the start of the pandemic when our shops were closed and on site at the hospice.

We are incredibly grateful to the volunteers who were able to continue working throughout the Covid-19 pandemic supporting our adult counselling team and in the shops as they began reopening.



"I was a volunteer driver for two years for patients at the hospice and thoroughly enjoyed the contact with people who attended. Since the pandemic when there have been no patients on site, I have started volunteering at the Avenue Farm furniture store and I am so glad to still feel like I can support the hospice care whilst working alongside such a friendly and welcoming team."

Charlie Roe – Avenue Farm Volunteer

Our Plans For The Future

Our overall purpose, as a multidisciplinary team, is to provide high quality palliative and end of life care for adults and young people aged 16-24 years. Our corporate strategy defines our overall aims and objectives and the way in which we will achieve this through strategic management.

The pandemic has posed many challenges and equally many new opportunities. The opportunities afforded to the clinical department have been, and continue to be, realised through the many experiences and learnings presented; many of which are positively aligned to the latest clinical strategy, simply enabling some of the intended projects to be expedited.

We will continue work collaboratively and in partnership with other organisations and develop innovative and flexible models of care that we can share with the wider healthcare community as a model of good practice.

Through raising awareness, we will become involved in our patients and their families care earlier on in their journey so that they may benefit from the diversity of services we offer.

Our community is very important to us. Essentially, our funders come from our community and we will support them in all aspects to feel valued and as genuine "stakeholders" in the Hospice and the services we provide.

Trustees' Statement

We are pleased to report a surplus of £1.449m for the year. This is primarily due to an exceptional year for legacies in which we received £1.157m of legacy income.

We had an overall £508k increase in income: legacy income was £279k greater than in 2019/20, our income from charitable activities (core NHS Grants, Grants for Young People's Services and training income) increased by £12k. Offsetting the increases were a £56k fall in fundraising income and a £616k reduction in retail income, due to COVID 19. Compensating

for this loss of income the Hospice received emergency NHS Grants of £466k and local government grants totalling £280k. We also initiated a cost reduction programme in response to the pandemic saving £335k, in addition to £118k received through the Coronavirus Job Retention Scheme.

We are extremely grateful to all who support us financially during their lifetimes and through their wills. Without this support, we would not be able to provide the excellent care outlined earlier in the review.



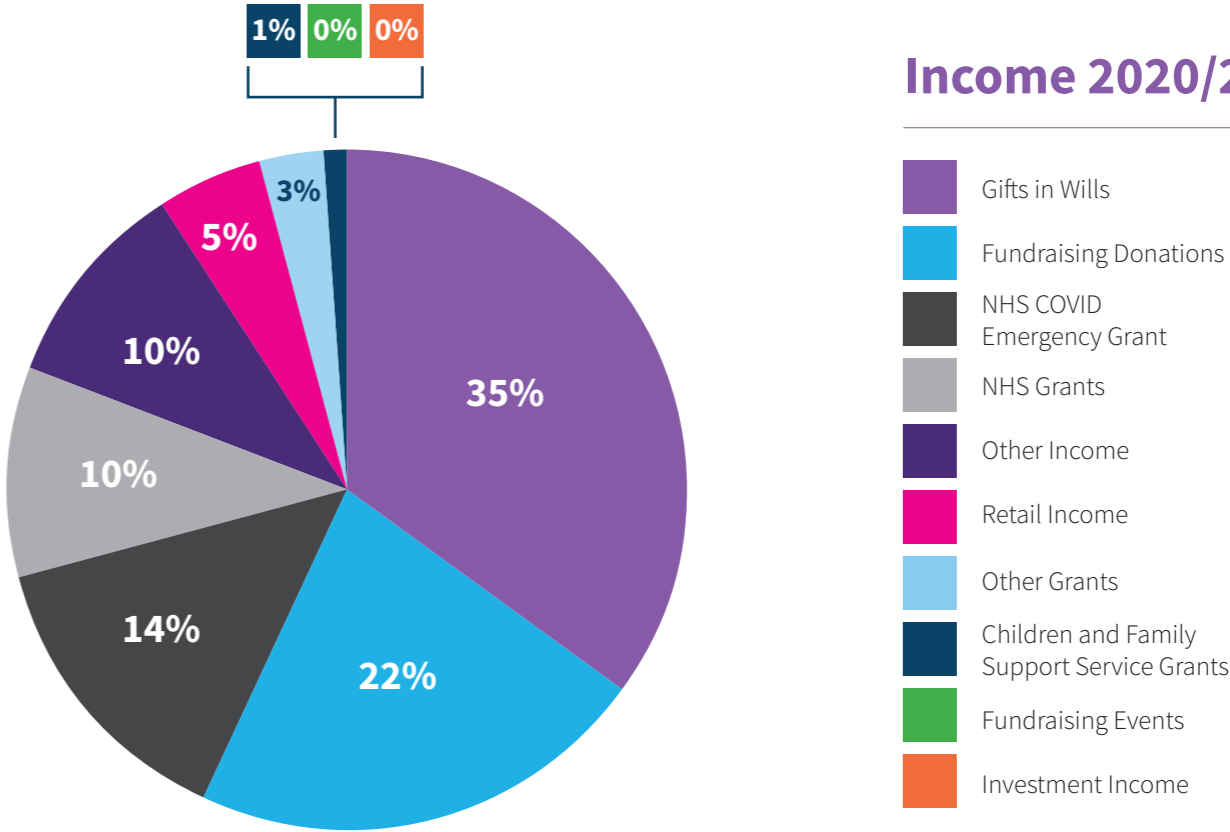
The February Foundation

29th May 1961
Charitable Trust

Financial Summary:

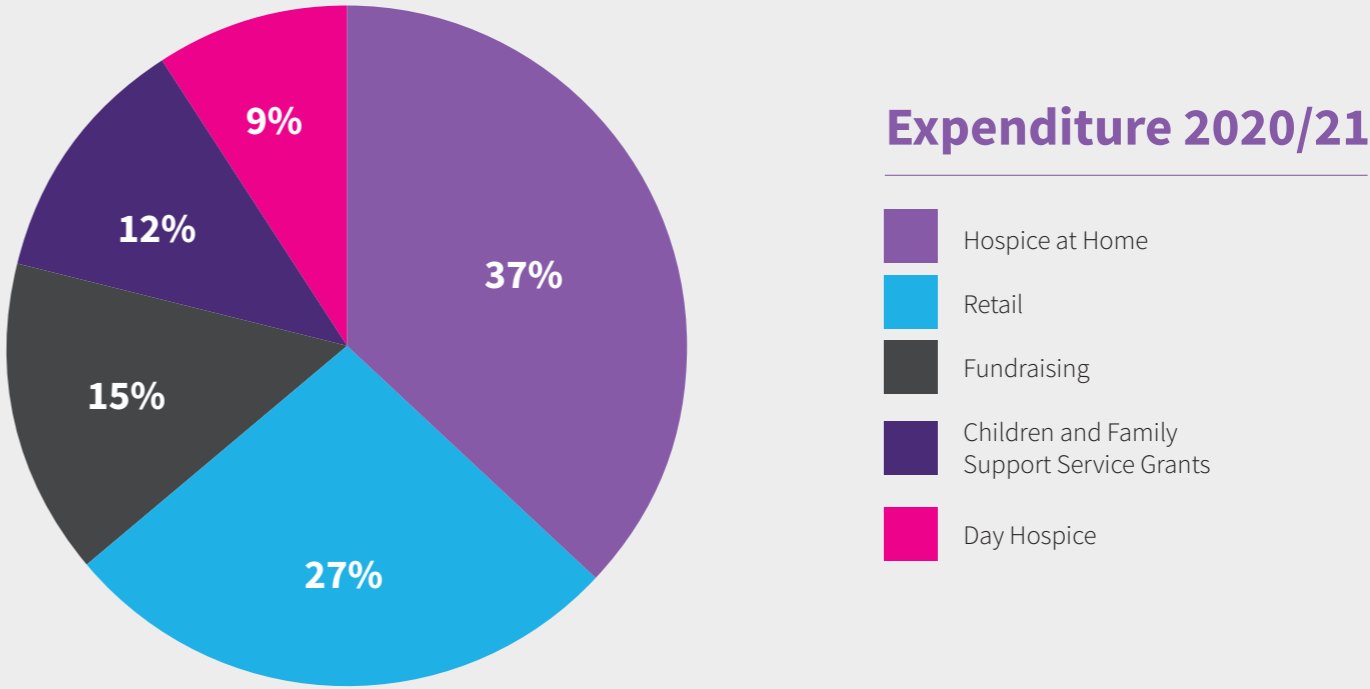
Income 2020/21

	2020/21	2019/20	2018/19
NHS Grants	£314,910	£328,160	£284,692
NHS COVID Emergency Grant	£466,172	-	-
Other Grants	£85,943	-	-
Children and Family Support Service Grants	£46,899	£22,066	£21,840
Retail Income	£170,243	£785,800	£803,719
Fundraising Events	£8,034	£63,147	£127,661
Fundraising Donations	£720,658	£688,097	£687,251
Gifts in Wills	£1,156,695	£878,095	£40,997
Investment Income	£48	-	£1,290
Other Income	£324,681	£20,605	£32,685
TOTAL	£3,294,283	£2,785,970	£2,000,135



Expenditure 2020/21

	2020/21	2019/20	2018/19
Day Hospice	£169,673	£563,976	£615,842
Hospice at Home	£685,508	£383,844	£395,912
Children and Family Support Service Grants	£215,966	£238,836	£244,221
Fundraising	£273,596	£374,014	£408,215
Retail	£500,063	£618,788	£675,223
TOTAL	£1,844,806	£2,179,458	£2,339,413



Thank You!

Please get in touch if you need our help and would like to find out more about the Hospice services.



01789 266852



enquiries@theshakespearehospice.org.uk



www.theshakespearehospice.org.uk

Want To Donate?

It is easy to make a donation to The Shakespeare Hospice in person in our shops, by phone, post or online.

Regular gifts to The Shakespeare Hospice provide funding that we can rely on.

If you would like to make a regular online donation, please visit: **www.theshakespearehospice.org.uk/waystodonate** to find out more.

For information about fundraising, volunteering opportunities and other ways to get involved, please contact us on the fundraising email:



fundraising@theshakespearehospice.org.uk

Stay in touch



facebook.com/ShakespeareHospice



[@thebardshospice](https://twitter.com/thebardshospice)



[@thebardshospice](https://www.instagram.com/thebardshospice)



www.theshakespearehospice.org.uk



The Shakespeare Hospice
Church Lane
Shottery
Stratford upon Avon
CV37 9UL