



The Shakespeare Hospice

Impact Report 2024/25





Introduction

As I reflect on the past year, I do so with deep gratitude, humility, and resolve. Hospice care sits at a profound intersection—where clinical and therapeutic expertise meets human compassion, and where every moment matters.

This year has brought with it both many achievements and a great deal of challenges, all of which have shaped our continued commitment to delivering exceptional palliative and end-of-life care.

Reflecting on a Year of Growth, Resilience, and Compassion

Despite the challenges faced across the sector, our team has achieved remarkable milestones this year. We expanded our community services, reaching more families earlier in their journey and improving access to palliative care. Our dedicated staff and volunteers supported more patients and their loved ones—ensuring comfort, dignity, and emotional care at every stage - and their exceptional efforts were recognised when we won the Team of the Year Award at the Stratford Herald Business & Tourism Awards in October 2024.



This year, we marked the launch of our brand new complementary therapy service, which aims to support patients with physical and emotional symptoms like pain, sleep issues, anxiety and nausea. Delivered both within the Hospice and in the wider community, this service has provided meaningful support and comfort to many patients and their families, reinforcing our holistic approach to care.

In alignment with the second year of our strategic plan and the NHS 10-Year Plan's focus on neighbourhood-based care, we are also proud to launch our new Companion at Home service. Overseen by our clinical team leaders and delivered by a team of committed volunteers, this initiative will bring compassionate, end-of-life support directly into the homes of those who need it most.

Yet, this year has not been without its challenges. Ongoing financial pressures—driven by rising costs and limited statutory funding—continue to affect our ability to expand services sustainably. In the face of these difficulties, our income generation team worked tirelessly, supported by our amazing volunteers, including The Shakespeare Hospice Friends. Together, they helped sustain our mission, and we were proud to close the year with a spectacular Ball to celebrate the Hospice's 25th Anniversary.

Our senior management team also focused on financial resilience, implementing cost-saving measures in line with our long-term sustainability plan. We are especially grateful for the capital grant received through government funding, facilitated by Hospice UK. This much-needed support enabled us to renew our heating system—an essential improvement that ensures comfort and safety for our patients, their loved ones and our staff.

Looking Ahead

As we move into the next year, our vision remains clear: to be a source of comfort, care and hope for all who need us. We will continue to advocate for the hospice movement, invest in our people, and innovate in ways that keep patients and families at the heart of everything we do. We recognise that achieving our Year Three strategy of bringing hospice services closer to those in need may not be possible without improved funding streams.

I'd like to thank our staff, volunteers, donors, and community for standing by us through a year of both challenge and progress. Together, we remain committed to the values that define hospice care: compassion, dignity, and presence.

Most importantly, I acknowledge the many lives lost—each one leaving a legacy of love, grief, and remembrance. My heart goes out to the families who entrusted us with the care of their loved ones. It is a sacred responsibility that we do not take lightly.

Tracey Sheridan

**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.

Adult Community Care Services (Day Services and Hospice at Home)

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

The Day Hospice offers physical, emotional and practical support to those with a life-limiting condition.

Our Hospice at Home team provides experienced nursing care for patients approaching the end of their lives, who wish to remain at home, surrounded by those who are important to them.

Therapy Services

As part of the Adult Community Care Service offer, the Therapy team aim to maximise a patient's independence, quality of life, and overall wellbeing. This is achieved through Occupational Therapy, Physiotherapy and Complementary Therapy.

Adult Counselling

We support patients and their carers or loved ones who are affected by a life-limiting condition and individuals who have been bereaved.

Children and Family Support Service (CAFSS)

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 or sudden death.

Transitional Care Service

We support young people aged 16-25 with a life-limiting condition to undertake a seamless transition from child to adult services.

Adult Community Care Services (ACCS)



Day Services

"I've been fortunate enough to be attending your day services. The Creative service quickly stood out on its own to me as it offered so much. The session was of course incredible, and my world is even fuller of rainbows and vibrant thoughts."

Day Services patient

The team have continued to expand our diverse timetable of activities and support for patients, carers and people who have been bereaved, with groups now including:

- support for frail elderly patients
- new groups for breast cancer care and Parkinson's disease
- a carers & bereaved support group
- creative therapy sessions, including art and gardening.
- a Lunch Club so that patients with higher level care needs can meet with others and socialise.

The team launched the 'The Living Well Programme' in September 2024, which is designed to help patients adjust and live well with a life-limiting condition. This is delivered in seven two-hour sessions and includes informative sessions on wellbeing, with refreshments included.

1,062

ATTENDANCES AT DAY HOSPICE SESSIONS

Adult Community Care Services (ACCS)



Hospice at Home

The Hospice at Home team has continued to deliver vital care and support services to palliative and end-of-life patients and their loved ones across South Warwickshire, ensuring that the time, compassion and expert nursing support are provided to those in need.



“The nurses gave excellent care for my Dad, always trying to make him as pain free and comfortable as possible. They also dedicated time to showing compassion and concern for my mum, offering her excellent pastoral support during a deeply difficult time.”

Family member of a patient recently cared for by our Hospice at Home team

In 2024/2025 the service received 297 referrals - an average of 24 referrals each month - with patients receiving multiple visits from the team throughout the course of the day and their time with us.

We facilitate a Single Point of Access for all Hospice at Home providers across South Warwickshire, supporting professionals to gain advice and make referrals, seven days a week. We work collaboratively with fellow specialist community services and our colleagues across the wider healthcare system to provide joined up, holistic care.

6,830 SUPPORT SESSIONS

Therapy Services

Our Therapy team works alongside our Adult Community Care Services, holding an independent caseload whilst also supporting individuals known to Day Hospice and Hospice at Home. The team consists of Occupational Therapy, Physiotherapy and Complementary Therapy.

1,437
SUPPORT CONTACTS

The Complementary Therapy service commenced in April 2024 and provides a broad range of therapies to support clinical care.

The Therapy Team has received 251 referrals.

The team continues with existing programmes specifically designed for palliative care patients which included a Physiotherapist led exercise/adapted Tai Chi Course and also launched new programmes including adapted circuit training and mindfulness sessions. The Hospice's Clinical Complementary Therapy service was relaunched offering free therapies including Reiki, aromatherapy, reflexology and massage, with a focus on symptom control and pain management, relaxation, reducing stress and anxiety, and improving the overall wellbeing of patients and carers.



“I was receiving Counselling from the Hospice after the death of my mother, when my Counsellor recommended Complementary Therapy. I'd never tried it before, but I decided to give it a go and try something new. The therapist recommended Reiki to me, and it was absolutely amazing. Every time I came out of a session, it felt like I was at peace and able to cope. It has really helped me through the healing process.”

Amanda Hogan, Complementary Therapy Patient



Adult Counselling



988 FACE TO FACE SESSIONS

Responding to the emotional and psychological needs of our patients, alongside the provision of pre and post bereavement support to loved ones, is an important part of our care.

The Adult Counselling Service received 149 new referrals for professional grief counselling during the year to March 2025. Our qualified staff and volunteer counsellors work with people facing

a life-limiting diagnosis, and loved ones, before and following bereavement.

74% of referrals came from self-referrals or internally within the Hospice. This demonstrates the integration of our services with each other and the patients, family members or carers being able to access the most appropriate service at the right time for them.

“ The support I received from the Hospice couldn't have come at a more critical time on my journey with Mum's battle with MND. I was in survival mode, The sessions made me understand, stop and think, so I became stronger. Unfortunately, I lost Mum a few weeks into my counselling, but my counsellor was there, helping me with the grief. She listened; she got to know Mum through me and it was so nice to talk about her. The techniques and help she offered has definitely given me the strength, understanding and foundations to live with the grief in a positive way.”

Kerry Galagedera, Adult Counselling Patient



Children and Family Support Service (CAFSS)

Our Children and Family Support Service offers the opportunity for young people (and their carers) to engage with our team of experienced and qualified practitioners.

Our highly-skilled team help children to come to terms with the death of a loved one, or when facing the death of a loved one, supporting them to express themselves in whatever way is most appropriate, utilising a range of activities and therapies.

The service went through change in 2024-25, undertaking a service review to ensure the processes match the ethos and the therapy provided. They have continued to provide 1-to-1 support in the Hospice, schools and home. The therapeutic group sessions have also continued offering group activities using art, games, and creative interventions to help children explore their grief. The service received 102 referrals during the year, with the team providing 640 face-to-face support sessions.

640 FACE TO FACE SUPPORT SESSIONS

“ The team at The Shakespeare Hospice are incredibly kind and professional. They're expert yet gentle with helping children open up about their feelings. My daughter has loved attending the group and the residential was one of the best, most memorable experiences she could possibly have had at a difficult time. It changed her, building her confidence and showing her what she's capable of, and that there's comfort there from people who care. Content in the groups has always been imaginative, thoughtful, and fun. I'd trust this wonderful team to support any child struggling with grief. We will always be thankful to them.

Natalie Smithson, mother of a CAFSS service user

Transitional Care

Transitional Care continued to support young people with extremely complex conditions.

These young people and their families and carers require a lot of guidance, advice, and direction to help them navigate the time from being a child to being an adult. This takes time to undertake to ensure the transition is completed in a way that continued support from our other services is also provided as they head into adulthood and beyond.

The team support young people with life-limiting conditions between the ages of 16 to 25 to maximise their independence and live a life in accordance to their wishes, supporting them through a 'goals'-focused approach to achieve their desired outcomes.

The team supported 19 young people and their families and carers during 2024/25, with a total of 159 consultations provided by the team.

Whilst Transitional Care has undoubtedly been a valued element of the wider service offer made by the Hospice over several years, it does not form part of the Hospice's core service delivery and, unfortunately, sufficient additional funding has not been forthcoming. As a result, we have taken the very difficult decision to discontinue this service in the next financial year. We will continue to support any adult with a life-limiting condition from the age of 18 within our existing services.

We want to acknowledge the very valuable contributions made by all staff who helped make our Transitional Care service so successful. Their dedication to our Hospice and the care of our patients is deeply appreciated.

“

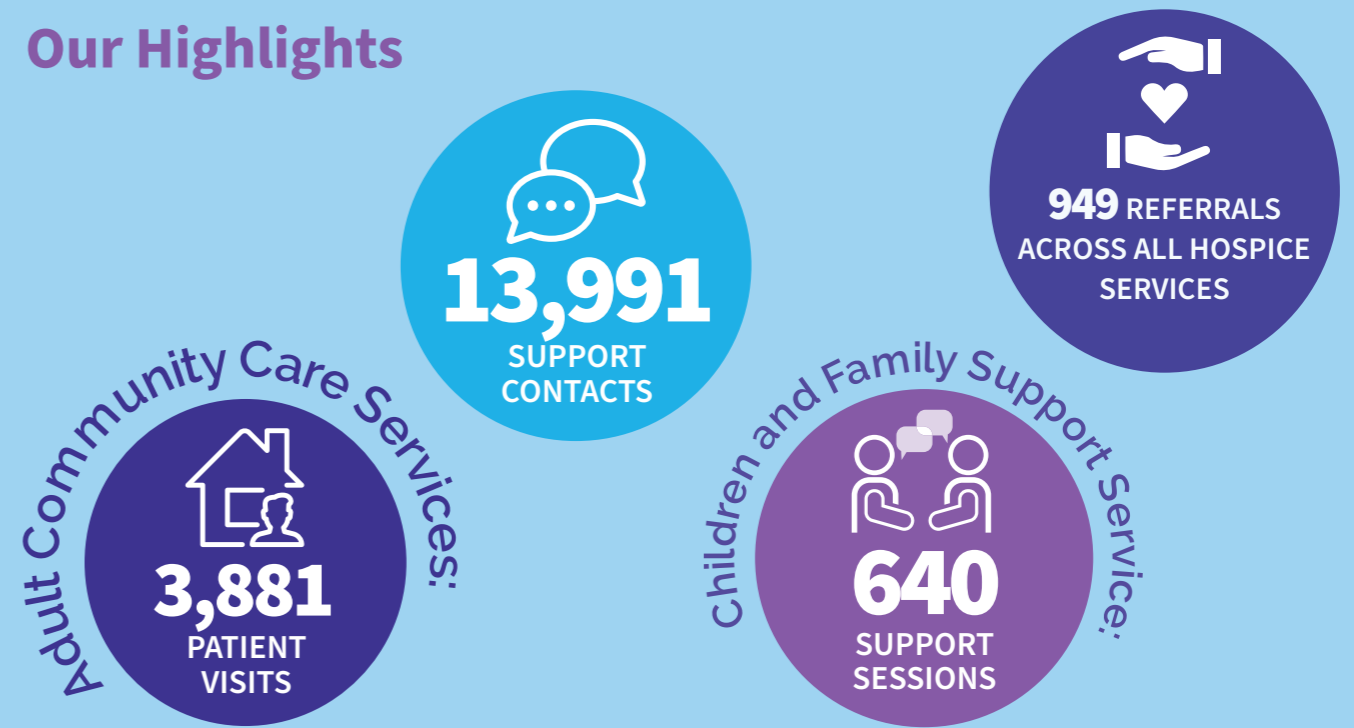
“It helped me get support that I so desperately needed. It made me realise that there is a good service out there that will listen, support and keep what they said they can help with.”

Transitional Care patient



159
CONSULTATIONS

Our Highlights



Achievements

Alongside the challenges of 2024/25, there have been some amazing achievements celebrated by the clinical team:



The Shakespeare Hospice received Certificates of Excellence from iWantGreatCare for its Hospice at Home and Day Hospice Services. iWantGreatCare is an online platform which enables patients and service users to provide unbiased and confidential feedback about healthcare providers. The Hospice achieve an average score of 4.95/5 in 2024/25.



We launched our Complementary Therapy Service with the appointment of a dedicated Complementary Therapist, enhancing the Hospice's holistic support provision. This service helps users to manage symptoms such as pain, anxiety, and nausea, while promoting relaxation and improving wellbeing.



Adult Counselling referrals increased by 21% during the year, reflecting the growing recognition of the importance of emotional and psychological support for patients and their loved ones.



Referrals to the Children and Family Support Service (CAFSS) rose by 32%, demonstrating the increasing value placed on dedicated support for children, young people, and families. A service review workgroup in January 2025 has shaped a new operational model to ensure structured delivery, timely triage of referrals, and clearer guidance for families, further strengthening the Hospice's ability to provide comprehensive and compassionate care.

Fundraising

This year has been one of the most challenging for the hospice sector, particularly in relation to fundraising and income generation. Yet thanks to the incredible generosity and commitment of our supporters, we have once again delivered the funding needed to sustain our vital services. Every step forward has only been possible because of our supporters, donors, volunteers and partners – whose dedication strengthens our work every day. Together, we continue to lead the way in Hospice at Home across South Warwickshire, ensuring that expert, compassionate care is available for our community, from the comfort of their own homes.

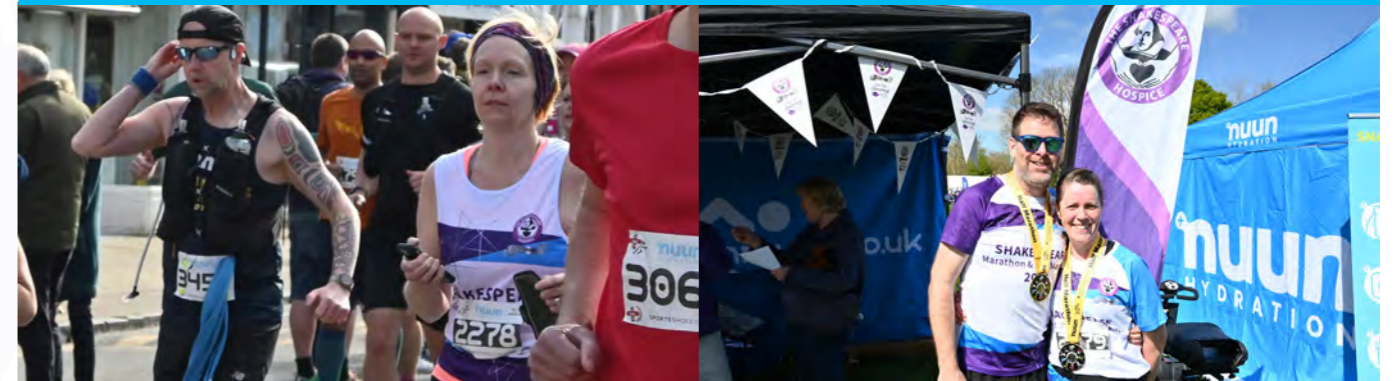
We recruited a new Head of Income Generation in September 2024, tasked with leading a more cost-effective and data-driven fundraising strategy, as well as developing new income streams, and strengthening supporter engagement to ensure the continued delivery of high-quality care.

2024 saw The Shakespeare Hospice celebrate its 25th anniversary. Supporters were encouraged to organise a “Sip Sip Hooray!” tea party throughout the year to raise funds for the Hospice.

The year culminated in a magical Narnia-themed Ball at Stratford Manor Hotel (pictured below). The sold-out gala raised £20,000 to fund hospice services, with moving testimonials shared about the hospice’s 25-year impact.



The Shakespeare Hospice was the official chosen charity for The Shakespeare Marathon & Half-Marathon, which returned in April 2024 after a year’s absence. Organised by Run Through Events, the race saw 3,000 runners take to the streets of Stratford-upon-Avon and helped to raise over £10,000 for the Hospice.



The Hospice enjoyed one of its most successful Christmas Appeals ever, hitting its target of £16,000 in just 24 hours. The appeal was centred around the story of Julie Hunt, who was cared for by the Hospice before she died of cancer, aged 52. Julie’s daughter, Darcie, and sister, Mel, shared the story and helped to raise an incredible £23,000 in total.

10-year old Emily Butler raised over £3,800 for The Shakespeare Hospice in January 2025, by hosting a coffee morning in Alcester. Emily, has been supported by the Hospice’s Children and Family Support Service (CAFSS) following the death of her father in 2021.



How much does it cost to run The Shakespeare Hospice?

£60

THE COST FOR A PATIENT, CARER, OR LOVED ONE TO RECEIVE A ONE-TO-ONE ADULT COUNSELLING SESSION

£864

A 12-WEEK PROGRAMME, CONSISTING OF ONE-HOUR WEEKLY SUPPORT SESSIONS, DELIVERED BY A SPECIALIST PRACTITIONER TO SUPPORT A CHILD IN SCHOOL

£101

ONE HOUR OF NURSING CARE IN A PATIENT’S OWN HOME

Retail

It has been another positive year for The Shakespeare Hospice's retail operations, with retail income rising by just over 2% compared to the previous year. This steady growth reflects the continued commitment of our dedicated staff and volunteers, whose hard work ensures our shops remain welcoming, vibrant spaces. We are also deeply grateful for the ongoing generosity of our supporters, whose donations and custom enable our shops to thrive and make a vital contribution to hospice care.

The standout moment was the opening of our seventh shop in Bidford-on-Avon in February 2025, further extending our reach and strengthening our connection with the local community.



In November 2024, The Shakespeare Hospice joined the national Charity Shop Gift Card scheme, offering supporters a new and flexible way to contribute to our work. This initiative provides gift cards that can be redeemed in any of our shops, giving recipients the joy of choosing unique, sustainable purchases while directly supporting hospice care. By taking part in this programme, we are helping to reduce waste, encourage more ethical shopping choices, and open our doors to new customers who may not have previously considered exploring our shops.

In the next financial year, our retail strategy will focus on increasing profit margins through improved efficiency, data-driven decisions, and a refined product mix. We plan to open up to two new shops in strategic locations, strengthen ecommerce, and enhance visual merchandising to drive sales. Staff training and volunteer recruitment will boost performance and capacity, while consistent retail standards will ensure a high-quality experience. With a focus on sustainability and innovation, our shops will continue to grow their impact in supporting the Hospice's vital services.



Volunteering

Our volunteers have made a huge difference again this year. We have around 140 committed volunteers who support every part of what we do – from patient services, counselling, complementary therapy and retail to reception, HR, fundraising and gardening.

We've welcomed new faces into all kinds of roles in the last 12 months. Our new retail shop in Bidford-on-Avon is off to a great start, with support from a brilliant volunteer team. We've also expanded our patient-facing volunteer roles, including our Children and Family Support Service Volunteer Counsellors, who've been supporting some of our younger clients.

We are also recruiting and training more volunteers as part of our new Companion at Home Service. We're really looking forward to seeing how this service will grow in the future.



As a Volunteer Counsellor, I am honoured to contribute to a team that upholds the values of dignity, compassion, and holistic care.

In this role, I have the privilege of providing a confidential space for clients to express their emotions and navigate their unique journeys. Whether it's offering a listening ear or assisting someone in processing their grief, I am continually moved by the resilience and vulnerability of the human spirit.

Being part of this compassionate environment has deepened my appreciation for the strength found in human connections and the profound impact of attentive, heartfelt support. It's a humbling experience that enriches my own perspective and underscores the importance of empathy in times of profound need."

Sophie Snell, Volunteer Counsellor

Our Plans For The Future

As the complex needs of our communities continue to evolve and change, we recognise how vital it is for the Hospice to be proactive and responsive to any new opportunities and challenges that are scoped and identified. Equally we believe that to serve our communities best, strengthening collaboration within our regional healthcare system and with local partners will be key to supporting the delivery of innovative models of care.

Our Five-Year Strategy (2023 to 2028) supports this approach, and a recent review of our achievements for year 2, plus a focus on plans to achieve success in year assures us that our short/medium aspirations remain ambitious, realistic, and achievable. Our focus for 2025-26 is to continue to identify and support patients with a life-limiting condition, and, with the intervention of high-quality care, reduce the risk of them becoming unstable and returning to busy acute hospitals, whilst also ensuring that all those wishing to be cared for in their final months, weeks and days can do so with the confidence, care and compassion required.

Environment / Sustainability

Through our staff engagement and our working groups we have received a significant number of ideas and enthusiastic support to find and improve efficiencies throughout the organisation. We have continued to promote awareness of sustainability and of our carbon footprint which we are intending to further promote to members of the public through some upcoming sessions at the Hospice supported by Act On Energy. There have been a number of projects completed at the Hospice which have contributed to a reduction in our energy usage and efficiency, including replacement doors and windows and improved heating system. We are also having a greenhouse installed at the Hospice thanks to our friends at NFU Mutual which is used as part of the Clinical Teams work with patients.

Trustees' Statement

For the year ending 31 March 2025, we reported a deficit of £804k. This compares to a deficit of £300k for the previous year, reflecting the ongoing financial challenges across the Hospice sector and the considerable investment we have made in developing our services. Core funding from the NHS amounted to less than 13% of our total income, so the costs of our excellent service and investments are largely borne by your generosity and our reserves.

Overall our income fell by 4%, with legacy income decreasing by £181k and interest on our cash reserves contributing £19k less than the previous year. This was partially offset by fundraising; which was 13% higher than last year, and retail; with our Hospice shops having a 2% increase in income.

Total expenditure rose by £349k, with staffing costs increasing by 18% as we invested in services and implemented cost of living awards. Staff costs now represent approximately 73% of total expenditure, compared with 70% in 2023/24, and accounted for £338k of the overall increase.

We remain deeply grateful to everyone who supports us financially, whether through donations, legacies, or volunteering. Your generosity enables us to continue providing high-quality care to our patients and their families.



The 29th May 1961 Charitable Trust



Founded 1930



Bidford-on-Avon Parish Council

Dorothy Holmes Charitable Trust

GJW Turner Trust

The Grantham Yorke Trust

The John and Mary Ann Foundation

The DMF Ellis Charitable Trust

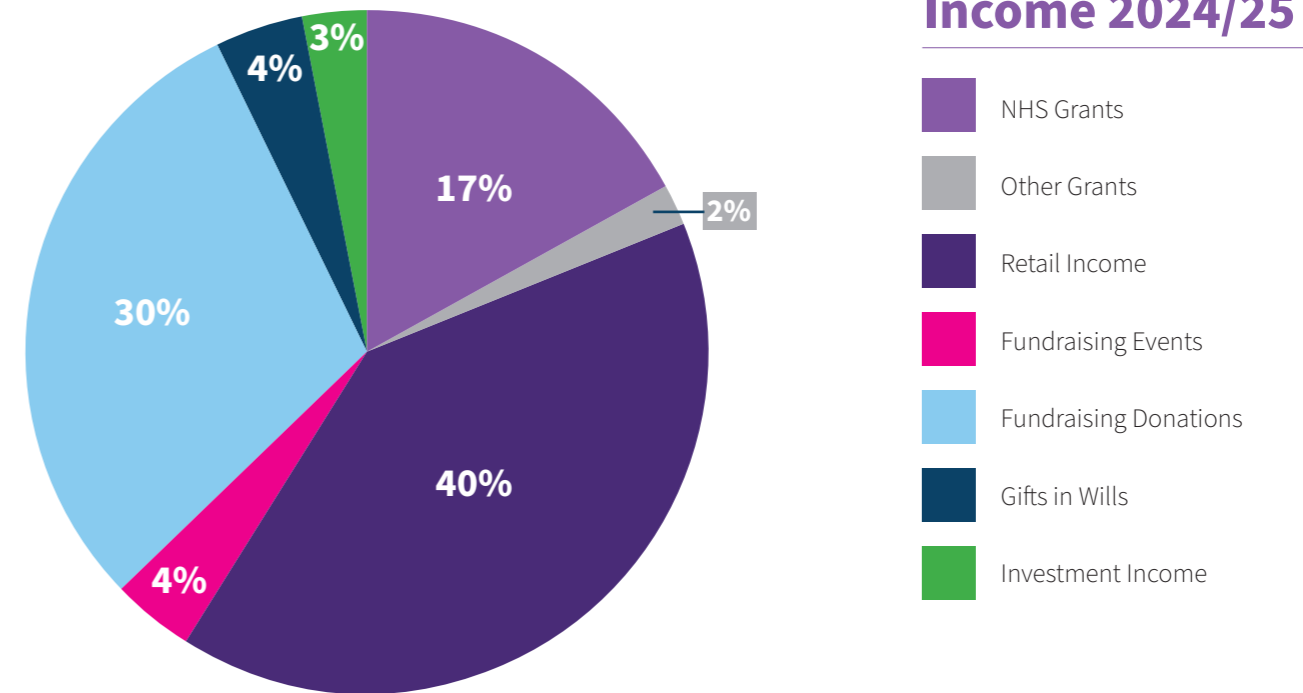
The Shakespeare Hospice Friends

The Youell Family Fund

Financial Summary:

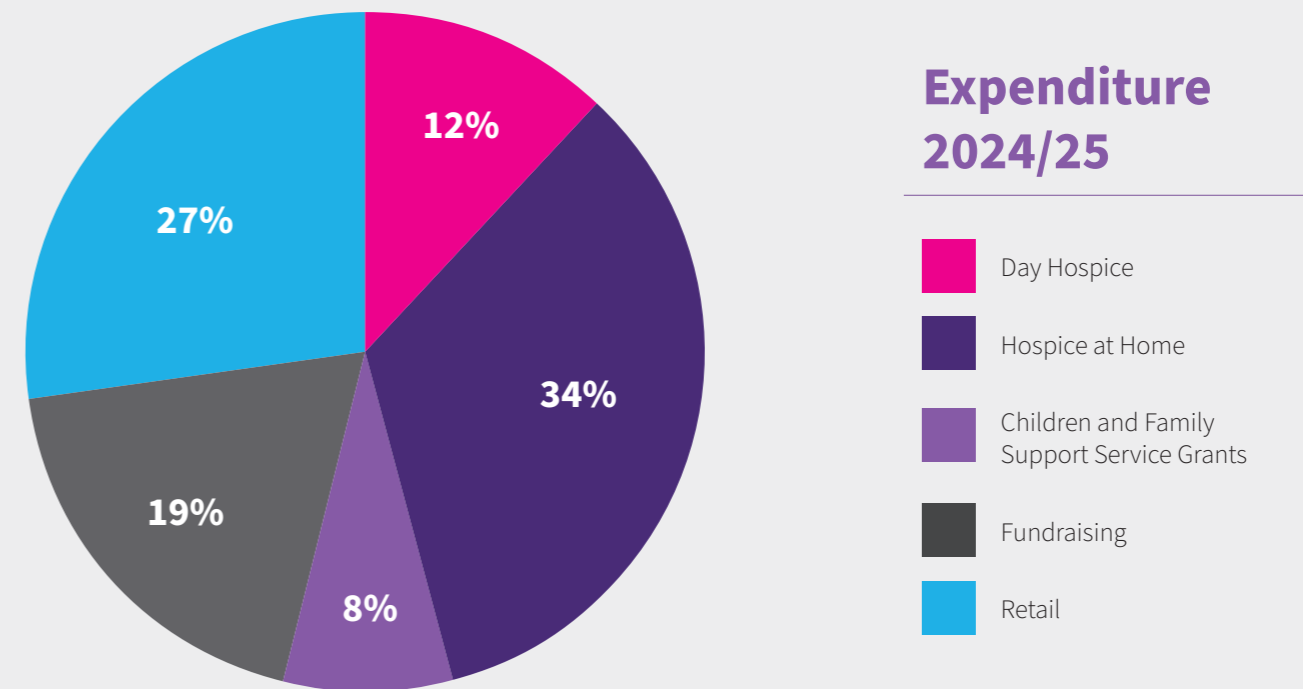
Income 2024/25

	2024/25	2023/24
NHS Grants	£373,102	£371,324
Other Grants	£32,216	£23,000
Retail Income	£882,731	£864,180
Fundraising Events	£84,245	£73,810
Fundraising Donations	£662,322	£586,110
Gifts in Wills	£96,605	£278,320
Investment Income	£56,436	£74,986
Other Income	£9,187	£8,639
TOTAL	£2,196,844	£2,280,369



Expenditure 2024/25

	2024/25	2023/24
Day Hospice	£367,603	£277,485
Hospice at Home	£1,004,142	£897,055
Children and Family Support Service	£249,535	£228,337
Fundraising	£559,245	£516,301
Retail	£812,334	£724,682
TOTAL	£2,992,859	£2,643,860



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



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 the fundraising team.

Email: fundraising@theshakespearehospice.org.uk

Stay in touch



[TheShakespeareHospice](https://www.facebook.com/TheShakespeareHospice)



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



[company/the-shakespeare-hospice](https://www.linkedin.com/company/the-shakespeare-hospice)



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

