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HOSPICE AT HOME  
WEST CUMBRIA

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*Enhancing life, excelling in care*

Registered Charity No. 1086837

## **Annual Review 2018**



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# Our Vision

'All people in West Cumbria have timely access to personalised high quality palliative and end of life care'

## Our Mission

To be at the heart of our community and provide home nursing, emotional support, complementary therapies and lymphoedema care when and where needed.

## Our Values

- We provide care for the local community
- We allow people a realistic choice regarding end of life care
- We acknowledge a person's physical, psychological, social and spiritual needs
- We care for families
- We maximise opportunities to work with others
- We share good practice and learn from others
- We safeguard our financial future
- We respect and care for each other

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# Chair's Review

Once again I am pleased to be able to present this Annual Review for Hospice at Home West Cumbria (HHWC). As always the Board of Trustees is indebted to the community of West Cumbria for all the support we have received during our 30th Anniversary year.



It was a busy year and in the pages that follow you will see accounts of the services we have delivered and some of the fundraising events that have taken place. After a gap of a few

years we reintroduced the Moonlight Memories Walk, but unfortunately the weather conspired against us. It did not, however, dampen the enthusiasm of those who took part. The Colour Run again proved to be a big hit and we are grateful to Muncaster Castle for continuing to host it. What was particularly gratifying was the Mini Colour Runs held in local schools which, apart from being good fun, introduced HHWC to the next generation.

Apart from these bigger events we have an army of supporters and volunteers who organise their own fundraising opportunities ranging from entering the Great North Run to coffee mornings and raffles. We thank you all.

During the year we had support from local businesses and also from Britain's Energy Coast Business Cluster, which again allowed us to promote the work of HHWC.

We were also fortunate to receive a number of legacies during the year and the Trustees pay tribute to all those individuals who choose to remember us in their Will.

Last year I commented that the charity sector is very competitive and that general donations had declined slightly. This trend has continued, but the income from legacies has helped to maintain stable finances. However, we do need regular support from the community. Charity shops are also an area where we face stiff competition and during the coming year we will be looking to see how we can maximise their benefit both in generating income and in promoting our services.

Our long serving Chief Executive, Linda Hewitt, retired at the end of March. Linda had been with HHWC from the beginning and her contribution both as a "hands on" nurse and as a senior manager has been immense. We wish her and her husband a happy retirement. We have now welcomed Julie Monk as our Chief Executive and the Trustees look forward to working with her as we enter the next 30 years of Hospice at Home West Cumbria.

*Dr Robert Walker*  
Chair of Trustees

# Chief Executive's Review

2017 was an exciting year for Hospice at Home West Cumbria, celebrating 30 years of the charity. A huge range of events and celebrations were supported by the community, enabling us to continue to deliver quality care into the future.



In the last Annual Review, Linda Hewitt, Chief Executive reflected on her time with Hospice since its inception in 1987, working her way up from a hospice nurse

to becoming the first Chief Executive in 2012. Linda continued to work tirelessly to make improvements to the services and grow the charity, including specialist services in family and bereavement support as well as lymphoedema care, until her retirement in March 2018.

I was fortunate to be appointed to succeed Linda as Chief Executive, and witnessed the fondness and respect that people had for her at her retirement presentations. I could also see what a special place HHWC is, having dedicated and committed staff and huge support from volunteers and the community across West Cumbria.

I bring 30 years' experience in public health and housing, including working for a local authority and housing association in Cumbria for the last 20 years; and have also held national and regional roles. I am currently working closely with the Board of Trustees to develop a new 3-year plan to make sure we continue to respond to the demand for services in West Cumbria, and work closely with our partners in the health service.

The 2015 - 18 strategic plan was completed in March this year with targets being met, including:

- A review of the home nursing service following consultation with service users and staff
- Mindfulness support group established
- Donation centre set up for the shops
- Worked with the North Cumbria Clinical Commissioning Group developing the new local service structures
- Rebranding and a new logo
- Continued to ensure that the organisation is compliant with regulatory standards
- Provided a comprehensive set of annual accounts

I am confident that the organisation will continue to develop, and be as important as ever to the people in West Cumbria for the next 30 years. The strong reputation and positive feedback from patients, carers and bereaved is central to our future success and I am looking forward to being part of that.

*Julie Monk*  
Chief Executive

# Care Services

2018 marks the 100th birthday of Dame Cicely Saunders, the woman behind the modern day hospice movement, the woman who transformed the way we think about end of life care and compelled us to consider psychological and emotional needs as part of the continuum of care.



2017 saw HHWC celebrate its 30th anniversary. Over these years we have grown and developed our services, which are now offered in many ways. This ensures our

patients, carers and families can be cared for in the place that they feel most safe and comfortable.

- During 2017/18 there were **283** new patients cared for by our home nurses.
- These **283** patients, together with the **21** existing patients, received **498** days of care and **810** nights of care equating to **8836** hours of direct nursing care. We also saw **165** new lymphoedema patients.
- Our Patient Support Volunteers supported **32** patients in their own homes with **223** contacts; significantly more than in the previous year.
- **249** individuals were supported by our Family and Bereavement Support service through a range of therapies and interventions provided by both staff and volunteers.
- **126** people also received complementary therapy from a member of staff or volunteer.



Safety and quality are at the heart of all the services we provide. Although the year ahead will bring new challenges and demands, we have a flexible and well trained workforce that regards each person as an individual and is able and willing to adapt to the future "enhancing life" and "excelling in care". We welcome the opportunity to share our progress and priorities in this Annual Review.

*Lorraine Dixon*  
Head of Care & Quality

# Home Nursing

Since 1987 Home Nursing has been at the heart of HHWC, so this is a perfect opportunity to celebrate our nurses who, over the past thirty years, have delivered high quality and compassionate respite and end of life care to the people of West Cumbria.

In particular, I would like to mention four of our nurses who between them have given a total of ninety-three years to the organisation. Sue Blakeney, 27 years, and Gill Aitcheson, 20 years, both Registered General Nurses (RGN). And Janice Johnston, 25 years, and Claire Graham, 21 years, both Health Care Assistants. On behalf of all of us we would like to thank you for your devotion and dedication to HHWC and for the difference you have made to the many patients and their families you have cared for over the years.

2017/18 has brought changes within the senior home nursing team. Andrea McNamee left the organisation to take up a post as Palliative Care Nurse within the community, and while we miss her steady hand and calm presence in the office, it is good to know that she is only next door! We wish her well in her new role.

Jenny Kennedy, Home Nursing Lead since 2000, retired in February 2018. Her contribution to the organisation has been significant. We wish Jenny a long, healthy and happy retirement.

## Quote from family member:

*"Mum was a very strong minded person and she wanted to remain at home for as long as possible. The two nurses that came were angels, they spoke to us, explained things and made us feel much better, I hope it can carry on for others."*

And so to the future. Denise Williams who has been a bank RGN for HHWC since 2010 and a staff nurse on the Loweswater Suite at West Cumberland Hospital, has joined us for two days per week and her experience and support will be a great asset to the Senior Home Nursing Team. In November 2014, Jenny received a phone call from a palliative care nurse in Canada enquiring about employment opportunities. That nurse is yours truly and I am honoured and delighted to have joined HHWC in February 2018.

Thankfully, Nora Ritson has not left or retired and we are grateful for her guidance and advice through all the changes over the past few months. And a big thank you to Julie, Michelle and Louise in the admin office for their patience and support.

We recruited two more Patient Support Volunteers and said goodbye to Carol Beaston, Dot Best and Martin Deans. We thank them for the many hours they have spent visiting patients, taking them on social outings and providing respite for family members.

In the world of nursing where change and challenges are inevitable, our standard has not changed in thirty years - to provide caring, compassionate and well-trained nurses who give high quality and personalised end of life care to the people of West Cumbria.

*Lillian Simmonds*  
Senior Hospice Nurse

# Family & Bereavement Support

Ensuring that our staff and volunteers have the right knowledge and skills continues to be a key priority for HHWC.

Over the year, the Family & Bereavement Support (FABS) Team have facilitated learning sessions for all clinical staff and volunteers within the organisation.

Karen Pirt, Senior Family Bereavement Support Worker, developed and led sessions on bereavement awareness offering those attending an overview of the importance of talking about loss pre and post bereavement, and the various theories and models of grief to support conversations. The sessions had a strong focus on not only enabling those whom we support through difficult times, but also enforced the importance of self-care for staff and volunteers working continuously within palliative and end of life care. The sessions acknowledged that we all need to take time for restoration and stressed the importance of supportive supervision in order to maintain safe, effective and quality care. It is hoped that future awareness sessions can be developed to encompass how to support families with children.

Last year the team also recruited 6 new FABS volunteers to support the team's

## Quotes taken from evaluation feedback:

*"Exploring this area in a safe environment I will have more confidence in speaking to bereaved people."*



*Celebrating the end of the 10 weeks training*

growing demand for emotional support. Following a robust interview process, the volunteers were provided with 10 weeks of intensive training consisting of 50 hours of face-to-face learning alongside reflective practice at home. This was again facilitated by Karen Pirt and co-facilitated by an existing FABS volunteer. The course encouraged the volunteers to develop knowledge of themselves and their reaction to loss, alongside developing knowledge of theories and models of grief in order to apply these when offering support. The training was interactive and offered an environment to practice a range of skills required in the delivery of emotional support. It also enabled the volunteers to explore responses of those receiving support and how bereavement can lead to growth and development for the recipient of such support.

Following the 10 weeks, all 6 Volunteers continued their development with weekly supportive supervision and are providing valued support to clients.

*Melinda Scott*  
Family & Bereavement Support Team Lead

# Lymphoedema Services

Patient feedback from regular questionnaires is always vital in helping us develop and improve the service. The responses have been very positive, with many wonderful comments; we really do appreciate all the feedback we receive.

The past 12 months have seen some changes within the Lymphoedema team, mainly which in January 2018, our Team Leader Anne Farrer, stepped down from the role to concentrate on her other role as Head of Facilities. I have spent the past 10 years working alongside Anne and learning from her years of experience within lymphoedema. The knowledge and expertise she has passed on has been invaluable for me and the service as a whole.

In April 2017 we obtained two extra Intermittent Pneumatic Compression devices (IPC) through grant funding. These extra machines, coupled with our existing one, has opened up this particular element of treatment to patients who are unable to attend clinic, especially as we are able to loan the machine out to patients to allow them to have the treatment more frequently. Jayne Graham, our Health Care Assistant, has been instrumental in organising and providing this aspect of treatment. In some cases, the increased frequency of sessions has led to dramatic improvements in the patient's oedema and overall quality of life. The team has then supported these patients to obtain their own IPC, either funded privately or via



the Clinical Commissioning Group, to ensure that these improvements continue. Alana Vine, Lymphoedema Nurse, has been heavily involved in this, which has been greatly appreciated by the patients concerned.

In March 2018, the team took part in a national programme developed by The British Lymphology Society to wear odd socks, and individuals were encouraged to take pictures and post to social media to generate discussions around lymphoedema and its treatments. Teams across HHWC wore their odd socks in support. The area of lymphoedema management is a continually evolving one and as such it is vital that we continue to stay abreast of developments in order to provide treatments and advice which is up-to-date, relevant and based on valid evidence. The team accessed a wide range of training and support throughout the year. This will of course continue in the year ahead to ensure that our patients receive a first class service which we can be proud of.

*Christina Nicholson*  
Lymphoedema Nurse Specialist

## Quote taken from feedback questionnaire:

*"The service is fantastic. The nurses are brilliant, always there for advice and help. Could not have coped with lymphoedema following breast cancer without their help and support."*

# Volunteering

The last year has been about reviewing what we're currently doing and finding ways we can improve our volunteering offer with the resources we have available.



In July 2017 I was appointed as Volunteer Co-ordinator and I am thoroughly enjoying the role. I originally started with HHWC in June 2016 as a Fundraiser and as 2017 was so busy with fundraising events and activities there was a transition period of 6 months whilst I relinquished my fundraising responsibilities. Since January 2018 I have been busy contacting our volunteers and meeting as many of them as possible. I organised 'drop in' sessions in various locations in the community to give volunteers the opportunity to meet me and chat about their volunteer roles. I also went along to support groups. The feedback from these sessions was extremely useful and will help us to review all aspects of the volunteer service.

Improving how we communicate with our volunteers is really important to us and we now have a regular updates containing news about volunteering opportunities, events and anything else that I think our wonderful volunteers would be interested in hearing about.

*To care so much for your fellow man  
Is a quality all too rare.  
Yet you give of your time and talents,  
For all in need to share.  
So thank you for being a volunteer,  
We're privileged to work with you.  
We want you to know how appreciated  
you are,  
Not just today, but the whole year  
through.*

During the year I have attended various volunteer recruitment events to let people know about volunteering opportunities within our organisation and raise our profile. This has been really successful and we have recruited 32 new volunteers.

Thank you all for making my first year enjoyable and I look forward to meeting and working with all of our volunteers over the coming years.

*Teresa McCall*  
Volunteer Co-ordinator

# Marketing & Fundraising

2017 was our 30th anniversary year so the Marketing and Fundraising Team had a year packed full of events and activities.



As part of the celebrations, 27 local businesses and community groups took part in our £30 for 30 challenge. The teams were made up of different business

sectors across West Cumbria and included accountants, engineering firms, the nuclear sector, friends and family groups, HHWC volunteers and community groups. Using their skills and creative ideas the groups were each given £30 and asked to turn it into as much money as they could. The stake funding was very kindly sponsored by Sealy UK and a fantastic total of **£12,129** was raised.

2017 saw us enter a third successful year organising our school Mini Colour Runs, which involved more children than ever before. Six schools hosted individual events and support was overwhelming from local businesses who sponsored them. An incredible total of **£24,373** was raised.



The main Colour Run took place once again in the beautiful grounds of Muncaster Castle. Over 750 people turned out to support what has become our main annual event, and raised an incredible **£37,607**.



A 30th anniversary Grand Concert was held in Whitehaven Civic Hall and was very well attended and supported by many local bands. Over 300 people attended and enjoyed performances from Whitehaven Male Voice Choir and a number of local Brass Bands. A total of **£2,610** was raised.



The Moonlight Memories Walk was reinvigorated after a few years of being absent from our fundraising calendar. The family friendly event attracted over 470 participants who came together for a 6 mile sponsored moonlit walk

around the coastal town of Whitehaven. Embracing the 80's theme, to coincide with the decade of our beginnings, the evening included fun entertainment from the CFM roadshow, Xtreme Fitness and MokyFit. A 'memory wall' was placed at the end of the walk providing an opportunity for people to leave a memory of a loved one. A grand total of **£27,919** was raised.

In autumn 2017, we reviewed our team roles and introduced some dedicated time for us to engage with charitable trusts and grant making organisations. We are thankful to have been supported by a number of local and national charitable trusts raising **£20,418**.

We were also thankful to be supported



*The Sellafield Charity Snowball enabled us to update our offices and technology allowing us to work more efficiently.*

by a number of local businesses whose support was offered to us through volunteering, organising their own fundraising activities and choosing us as their charity of the year.

Legacies always form a crucial part of our income and we are grateful that a number of supporters left us a precious gift in their will. We received legacies totalling **£136,614**.

And as people remembered us, we joined with their loved ones and remembered them during our Light Up A Life services which took place in Workington, Whitehaven and Millom. The services all took place on the same day, at the same time and everyone joined together to sing Hallelujah at the beginning. Donations in memory of loved ones totalled **£6,500** enabling us to continue to care for other people's family members.

The 1st January 2018 saw us launch our brand new logo saying farewell to our 30th year, and hello to the next 30 years.



Still retaining some of the original design, our new logo has introduced the hospice sunflower emblem. Our new strapline "Enhancing life, excelling in care" encompasses our core principles of enabling people to live their best life during their most difficult times.

I joined the team in January 2018 and they were thrilled by the success of the anniversary year events, but very much looking forward to planning the next 30 years. For the first part of the year, we have taken stock of what our future holds, and made plans for how we can continue with our fundraising efforts and engage more with our local community. We absolutely could not continue to provide our services if it wasn't for the relentless support of people in our local community so thank you to each and every one of you who have ran a mile, baked a cake, attended an event or bought a ticket. I look forward to working with you all in the years to come.

*Hayley McKay*  
Head of Marketing  
& Income Generation

# Our Shops

Hospice at Home West Cumbria's charity shops serve a number of roles and provide many benefits for the organisation. Income is unrestricted and can therefore be allocated to any need the organisation has.



As Head of Facilities, part of my role is having overall responsibility for our three charity shops, our donation centre, their staff and volunteers, and overall

responsibility of the health and safety of them and the buildings.

In September 2017 a restructure saw Louise Cann, become our Retail Manager with responsibility for the management and layout of the shops, the retail supervisors and our volunteers.

Louise has four Shop Supervisors Christine Daniels (Workington), Joanne Phillips (Whitehaven), Susan Porter (Cockermouth), and Michelle Scott (Donation Centre). Each Supervisor works four days per week and are accountable for ensuring that their volunteers are happy and settled; trained as required and that they each have an annual appraisal to express their views and ideas

The Supervisors rotate around each of the shops and the donation centre. This enables a fresh approach, allowing them to learn from and support each other. They meet and work with all of our shop volunteers and are able to cover any area at short notice if required.

Our shop staff and volunteers encourage people to Gift Aid their donation. This provides Hospice with an additional 25% of the value of an item once it has sold.

Without our volunteers HHWC's retail department could not function – they provide on average 900 hours support per month.



HHWC also had use of an empty commercial property in Workington and as often as is possible, we used it to open a 'pop up shop' focusing mostly on bric-a-brac and accessories, and was a great way to find another outlet for stock.

We also have volunteers who occasionally had car boot sales for us which is another great source of income.

Two of our dedicated volunteers have continued to do a great job of selling donated goods on eBay or Gumtree. For the forthcoming year, we are looking towards increasing our sales via our HHWC Fundraising Shops Facebook page.

We are always trying to improve our service and with today's culture of online shopping we need to look at diversifying more and more.

*Anne Farrer*  
Head of Facilities

# Key Outputs



304

Home Nursing Patients



254

Lymphoedema Patients



249

Family & Bereavement Support Clients



810

Night Shifts

498

Day Shifts



8836

Hours of Nursing Care



628

Complementary Therapy Sessions



Volunteer Hours

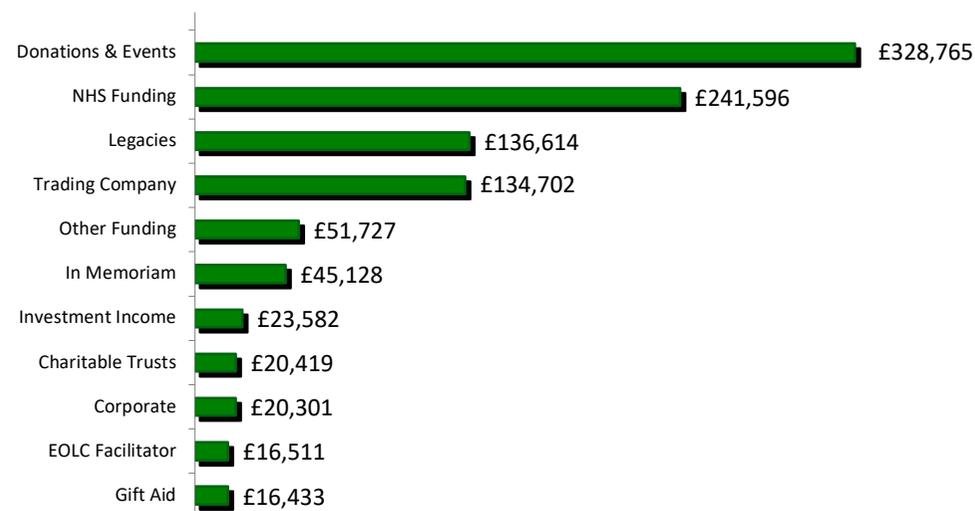
11,305 Shops

1,614 Clinical

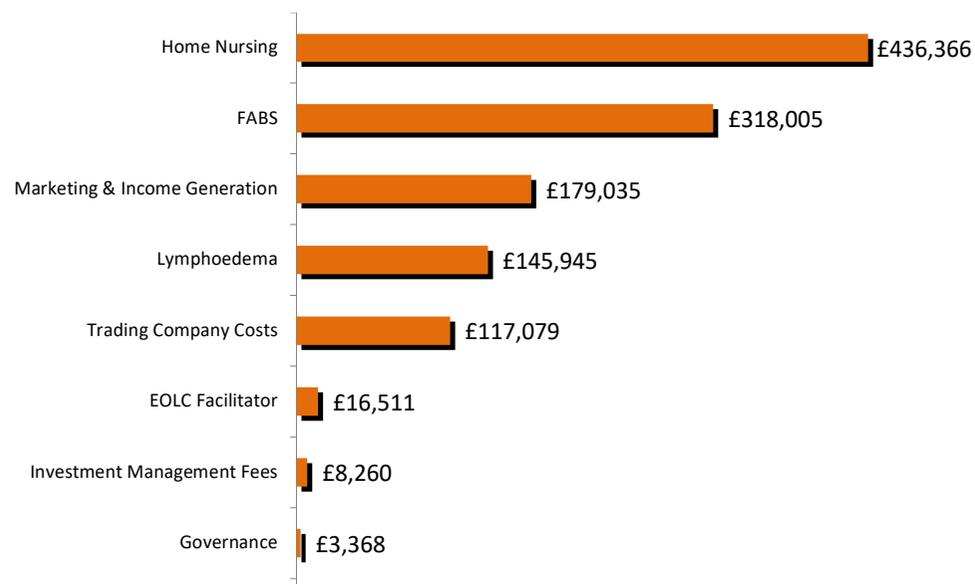
634 Support Group

# Financial Summary

Income £1,035,778



Expenditure £1,224,569



# Statement of Financial Activity

for the year ended 31st March 2018

	Total Funds 2018 £	Total Funds 2017 £
<b>INCOMING RESOURCES</b>		
Donations & Legacies	635,898	698,274
Income from charitable activities	241,596	241,596
Income from other trading activities	134,702	140,695
Investment income	23,582	23,448
Other Income	0	8,784
<b>TOTAL INCOMING RESOURCES</b>	<b>1,035,778</b>	1,112,797
<b>OUTGOING RESOURCES</b>		
Expenditure on raising funds		
Costs of raising donations and legacies	(179,035)	(158,166)
Commercial trading operations	(117,079)	(120,160)
Investment management costs	(8,260)	(8,373)
Expenditure on charitable activities	(920,195)	(884,831)
<b>TOTAL OUTGOING RESOURCES</b>	<b>(1,224,569)</b>	(1,171,530)
<b>NET INCOME/(EXPENDITURE) BEFORE GAINS/ (LOSSES) ON INVESTMENTS</b>	<b>(188,791)</b>	(58,732)
net gains/(losses) on investments	(8,887)	110,198
<b>NET MOVEMENT IN FUNDS</b>	<b>(197,678)</b>	51,466
<b>RECONCILIATION OF FUNDS</b>		
Total funds brought forward	1,134,545	1,083,080
<b>TOTAL FUNDS CARRIED FORWARD</b>	<b>936,867</b>	1,134,546

# Hospice at Home West Cumbria

## Officers 2017/18

### **PATRON**

HRH The Prince of Wales

### **PRESIDENT**

Dr Brian Herd

### **VICE PRESIDENTS**

Lord Judd of Portsea

Mrs Mary Todd

### **Trustees**

#### **CHAIR**

Dr Robert Walker

#### **VICE-CHAIR**

Mr Richard Stout

Dr Maggie Bober

Mr Steve Bostock

Mrs Joanne Bowe

Mr Dennis Lydon

Mr John Knewstubb

Mr Bill Dobie

Mr Bernard Courtney

Ms Noleen Devlin

### **LEGAL ADVISOR**

Ivan Boemer

### **Staff**

### **CHIEF EXECUTIVE**

Julie Monk

### **HEAD OF FINANCE**

Dawn Ousby

### **HEAD OF CARE & QUALITY**

Lorraine Dixon

### **HEAD OF FACILITIES**

Anne Farrer

### **HEAD OF MARKETING & INCOME GENERATION**

Hayley McKay



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*Enhancing life, excelling in care*

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### **Head Office**

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Registered Charity No: 1086837

Registered with the Care Quality Commission. Certificate No: 1-183623894

