

Impact Report

2024–25



St Wilfrid's Hospice



Welcome to our Impact Report for 2024–25.

In common with the wider hospice sector, this has been a year of challenge for St Wilfrid's. We saw a second year of less legacy income than expected, which worsened our financial position.

All other areas of income performed to or above target and we managed our expenditure well within budget. However, matched with growing costs, the significant impact of poor legacy income has hit us hard.

Despite this, there is much to celebrate across our hospice services over the year.

In many of our services we have seen growth; seeing more patients on our Inpatient Unit, through our Living Well service, and in the community. Feedback shows high levels of satisfaction with our care. Our commitment to quality improvement has continued, including establishing the Patient Safety Incident Response Framework (PSIRF).

Our work to engage with communities to ensure people live well at the end of life has deepened, with our Compassionate Communities work delivering workshops to help people to talk about death and dying and plan for their wishes. We also worked to introduce our new approach to equality, diversity and inclusion, introducing FREDIE (Fairness, Respect, Equality, Diversity, Inclusion

and Engagement) to St Wilfrid's. These two areas of work will support our teams to ensure they are providing a responsive environment for everyone. This is one aspect of our work to improve access to people, reducing inequalities at the end of life.

We have seen greater partnership working with our neighbouring hospices across Sussex, and the wider health and care system. The impact of this included improving the patient experience through last winter, whilst supporting our NHS partners in dealing with increased demand.

We are grateful to all our dedicated teams, volunteers and supporters in their part to ensure we continue with our support to people at the end of life.

Colin

Colin Twomey
Chief Executive Officer

Shaun O'Leary

Shaun O'Leary
Chair of the Board of Trustees



“

The treatment
is exemplary.
It's a lifeline for
me.

Patient

Our Mission

Enabling people to live well at end of life

Our Vision

A community where people talk openly about dying, live well until the end of their life and where nobody dies alone, afraid or in pain

Our Values

Compassionate

We care about each other. We will go out of our way to recognise when someone needs our help or support and will respond to the very best of our ability.

Professional

We use our knowledge and skills individually and collectively to deliver the best service possible to those we support. We proactively seek to improve and enhance our skills, taking pride in developing ourselves and others.

Progressive

We're forward looking and thinking. We pursue opportunities to improve and find better ways of doing things through new ideas and approaches.

Respectful

We treat people with dignity and respect, always acknowledging and respecting people's individuality. What makes us different makes us better.

What we do

St Wilfrid's Hospice is a local registered charity, providing high-quality whole-person care for people with any life-limiting illness towards the end of their lives.

We support the physical, emotional, psychological, spiritual and practical needs of our patients. We also support their families and carers. This is in the hospice building, in patients' own homes and in local care homes.

Where we are

Our catchment area covers a population of 245,000 people in Eastbourne, Seaford, Pevensey, Hailsham, Heathfield and Uckfield and all points in between.



We couldn't do any
of this without you.
Thank you!

Your support means that people like Norman can spend their final days surrounded by love

"The kindness and compassion was immense"

"My Dad, Norman, was a happy and positive man who loved life.

He and my Mum, Valerie, had been married 60 years when we sadly lost her in 2022 due to vascular dementia. Despite it being such a difficult time, Dad was still motivated to make the most of life and keep the promise he made to Mum to 'keep going'. He was a familiar figure in his buggy around Eastbourne, visiting his favourite cafés and getting his shopping.

Dad became unwell in July 2023 and spent six and a half weeks in hospital suffering from kidney and heart failure.

Seeing Dad so poorly and unhappy, then being told there was nothing further that could be done to treat his illness, left us feeling helpless.

It was such a relief when the call came from St Wilfrid's to say they would be able to care for him, although we had no idea what care he would receive. As it turned out, St Wilfrid's gave Dad the best care possible for nearly three weeks.



When my sister Debra and I walked into St Wilfrid's, it was like being held, and all the pressure was taken away. From the minute we arrived, things started to feel calm and peaceful. Everyone we met cared, understood and listened to our fears. And all the staff took such great care of Dad, never failing to look after him, respecting him and all his needs. We all felt safe.

From Dad's room, he could see out into the beautiful garden, which also became a quiet space of solace for us when we needed to step out. The Host Volunteers provided the food or drinks that he fancied. Dad was always a sociable person, and they made time to chat and have a laugh with him. It was so good to see him smiling again. Every visitor was made welcome, and nothing was too much trouble.

I would arrive early in the morning, which was never a problem to the staff, and would leave knowing he was in safe hands. I could tell Dad felt relaxed knowing this too. Most mornings I would sit for a while near the café and watch the staff getting on with the day. It never ceased to fill my heart with love, respect and gratitude for each one of them and the job they did.

The nurses were always on hand and quickly responded to any concerns. The greatest worry was that Dad would be in pain, but he wasn't; the hospice team made sure he was comfortable and pain-free.

I was lucky enough to be with Dad when he passed. I would not have been able to do this without the

support of St Wilfrid's. I was scared of death and Dad dying. An amazing nurse stayed with me and Dad, and reassured me it was okay. It was. I feel so blessed and strengthened by this support and understanding. It gave me, and all the family, the courage to let Dad go, to be sad, but know all was okay. The kindness and compassion from everyone was immense, and continues. I know it is there still whenever it is needed.

Every part of the hospice worked so hard and gave my family the strength to say goodbye. I will never forget you all – you are truly amazing.”



St Wilfrid's Hospice

We rely on your donations to offer our services free of charge to patients like Norman and their families and carers.

If you would like to donate to St Wilfrid's Hospice please visit stwhospice.org/donate

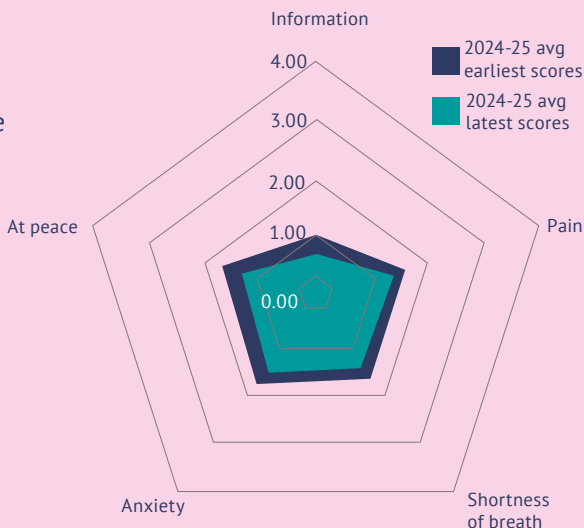
Feedback means so much and helps us to work out how to improve our services for the future.

You told us

IPOS

Integrated Palliative Outcome Scale (known as IPOS) is one of a suite of measures we use at the hospice. It assesses 17 areas: physical, psychosocial, social and spiritual; the diagram shows the key five.

IPOS captures the patient's main concerns, other symptoms they are experiencing and whether they have any other unmet needs such as practical issues or wanting more information. Scores are taken (from 0 to 4) and reassessed at a later date with the hope that the scores have reduced, indicating an improvement.



Comparison based on 239 records in 2024–25 where an initial assessment score existed followed by at least one later assessment.

Voices

St Wilfrid's VOICES is a survey adapted from a national tool from the Office for National Statistics. The survey is sent out to bereaved family members and carers and their comments and opinions are of great value. **The St Wilfrid's VOICES Survey 2024–25 achieved a response rate of 27%.**

94%

of respondents felt the care they received on the Inpatient Unit was outstanding or excellent.

93%

always felt that their relative or friend was treated with respect and dignity by the Community Nursing Team.

85%

of respondents said they were extremely likely to recommend St Wilfrid's Hospice to friends and family.



I think it's brilliant and it's very supportive for me. It's amazing!

Patient

The **staff and volunteers** at the hospice are a huge part of the St Wilfrid's story and are at the **heart of everything we do.**

Our people

In 2024–25, we were proud to be supported by **235 employees** and over **525 volunteers** across 51 roles, working in our hospice, in the community, in our shops, and behind the scenes. Whether providing hands-on clinical care, supporting families, welcoming visitors or raising vital funds, every individual plays a part in delivering our mission: enabling people to live well at the end of life.

This year saw the launch of our new **People Strategy**, developed to align with our organisational strategy and ensure we continue to deliver the very best for our community. It sets a clear direction for how we support, engage and develop our workforce, reinforcing our commitment to being a values-led, inclusive and progressive employer.

We have also continued to invest in staff wellbeing, opened up new development opportunities, and begun embedding a refreshed approach to career pathways. These steps are helping us build a resilient, skilled and compassionate workforce ready to meet the changing needs of the community we serve.

We are incredibly grateful for all that our people do. Their care, kindness and professionalism ensure we can be there for every patient and family who needs us – today and in the years to come.



Meet FREDIE

As part of our commitment to being a values-led, inclusive and progressive employer, we've made meaningful progress in embedding FREDIE (Fairness, Respect, Equality, Diversity, Inclusion and Engagement) across the organisation.

From inclusive policy development to a co-designed commitment statement and staff-led focus sessions, we are actively working towards external accreditation to recognise our commitment in this area.



**Your support
makes all the
difference!**



Did you know?

Every **£1** spent on fundraising raised **£2.28**



£1,506,000

was left through gifts in wills



£490,000

largest legacy



£371,159

donated in memory



7,461

players in the
Local Hospice Lottery



£6,130

was won in prizes



12,871

facebook followers



8,760

hours were given by 112
Inpatient Unit Host volunteers
covering 1,095 breakfast,
lunch and dinner times



38

Welcome Point volunteers
spent 3,285 hours welcoming
patients and an array of
visitors to the hospice



288

volunteers helped support our
11 shops and the Moy Avenue
Donation Centre

In 2024–25 we supported **2,286**
patients and family members.
1,504 of these were patients.

Services in numbers

Living Well

The Living Well Service provides group support, physiotherapy, occupational therapy and complementary therapy to patients and their families and carers.

797
patients

5,181
contacts



Care at Home Team

The team delivers personal care to patients at home, enabling them to remain in familiar and comforting surroundings.

14,097
visits made

201
patients



24/7 Nurse Line

A telephone advice and support line for patients, family members, carers and healthcare professionals.

16,002
calls



The Inpatient Unit

Our spacious en-suite inpatient rooms all look out onto the courtyard or orchard gardens.

Patients are admitted for short stays and, while some will die in the hospice, many are discharged having had their symptoms brought under control.

219

patients

231

admissions

18

days - the
average stay



Community Team

A range of healthcare professionals support patients and their families at home and in local care homes. They liaise closely with Primary Care Services such as the patient's GP and District Nurses.

5,206

face-to-face
contacts

1,122

Patients
supported



Patient and Family Support

Counsellors and Social Workers support patients and their family members through unfamiliar circumstances, thoughts and emotions. The team also offers spiritual support to people of all faiths and none.

898

individuals
supported

2,503

counselling
sessions

77

young people
supported by
the Seahorse
Project



We closed our community bereavement service in March 2024. The service opened in 2020 in response to the Covid-19 pandemic and offered one-to-one bereavement counselling to anybody who had been bereaved. We now offer one-to-one bereavement counselling only to people who have been affected by the death of someone who was cared for by St Wilfrid's.

The **priorities** from last year and the ones we have planned for the coming year

Reflecting back...

Last year we...

- Reviewed and developed our clinical strategy to agree a new five-year strategy in the coming year.
- As part of a two-year project, integrated the principles of the Patient Safety Incident Response Framework (PSIRF) through risk assessments, incident investigation and learning in partnership with St Michael's Hospice.
- Started work to develop a comprehensive dependency tool that integrates workforce structure, safe staffing and palliative complexity and carer need.
- Improved the capture of patient and family demographics to help plan for more responsive services and improve access.
- Implemented electronic prescribing for community services, transforming patient experience and outcomes.
- Cared for 28 more patients on our Inpatient Unit than the previous year.
- Completed and evaluated a pilot on virtual hospice care. This helped discussions with NHS partners on future developments in community care.
- Completed a pilot phase of a 24/7 help and advice line in partnership with two neighbouring hospices, which will feed into future service commissioning.
- Developed our community engagement approaches, showing clinical innovation in our Living Well service.
- Strengthened our partnership with St Michael's Hospice, establishing a joint Medication Optimisation Group and approving two joint policies.
- Played a key role in the development of the Sussex Hospice Alliance and NHS Partnership, which included work to improve discharge from hospital, avoid admissions and improve end of life care for people receiving fast track funding.
- Were awarded two accreditations in provision of workforce wellbeing.
- Held a joint Board of Trustees session with St Michael's Hospice to explore the issue of assisted dying in the context of the Assisted Dying Bill.
- Approved a People Strategy to build a workforce fit for the future.



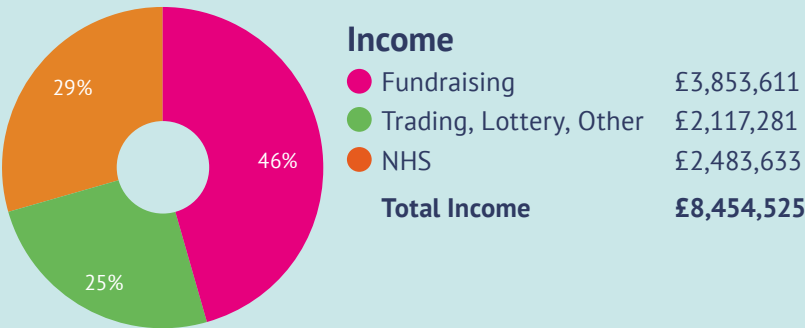
...looking forward

Priorities for the year to come:

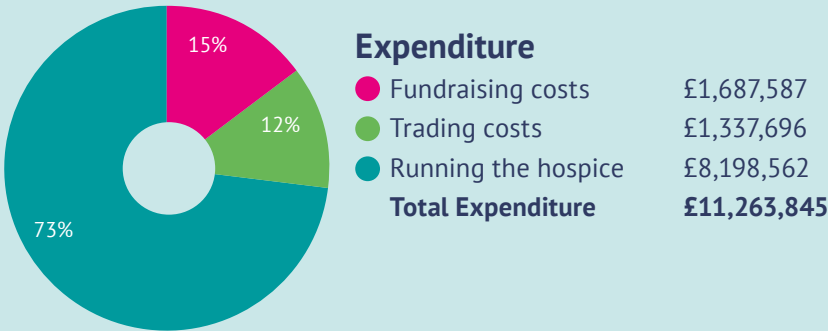
- Refresh our hospice strategy to ensure our future effectiveness and sustainability.
- Implement the first year of the financial plan to meet our strategic goals.
- Implement a new clinical strategy.
- Undertake a clinical services review to inform our model of future hospice services.
- Complete the establishment of the Patient Incident Safety Response Framework (PSIRF).
- Be a key part of the Sussex Hospice Alliance with the aim to: undertake a needs assessment to inform future service delivery; embed our role as a key partner in development of neighbourhood care teams; and develop commissioning and contracts for greater sustainability.
- Work to implement a shared 24/7 help and advice line in partnership with neighbouring hospices.
- Extend and grow our partnership with St Michael's Hospice to ensure the most effective support for the population across our areas of East Sussex which will include:
 - Start a digital transformation programme based on an agreed strategy to improve care.
 - Review where we can reduce costs and improve efficiency through partnership activity.
 - Review safeguarding practices to ensure the most effective model.
 - Identify and action increased income through improvements to existing income streams and identification of new commercial activities.

Income and expenditure in 2024-25

Where the money comes from...



...and where it goes

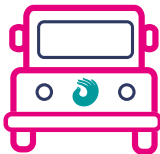


The cost of care



£60

meals for a patient for a day



£79

running a community car for a day



£117

a Healthcare Assistant for a day



£22,462

all the services provided by St Wilfrid's for one day

Gifts in Wills for 2024–25

We are always amazed by the generous legacy gifts left to us by so many kind supporters. Donations like these really help us to plan better care for our patients, essentially giving back to the future.

There were **63 legacy gifts** left to the hospice last year

57 of these totalled **£371,000**

6 totalled **£1,135,000**

The largest gift was **£490,000**

The smallest gift was **£50**

A total of **£1,506,000** was left to us in wills

For legacy gifts under £100,000 the average gift was **£6,510**

We are very grateful for all these gifts, which ensure that we can care for future hospice patients.

If you want to find out more about leaving a legacy in your will to St Wilfrid's Hospice, please contact **Rozelyn Bristowe** on **01323 434214** or at **rozelyn.bristowe@stwhospice.org**.



2024–25 highlights

1. 1,200 people joined us for Rainbow Run in May 2024, making it our biggest event ever.
2. In July 2024 we started working with the National Centre for Diversity to work towards our Investors in Diversity accreditation.
3. In August 2024 we launched our Digital Drop-ins – helping people to use their smartphone, tablet or laptop to access healthcare services online.
4. 70 keen cyclists rode from the hospice to Holland in September 2024, raising nearly £150,000 for St Wilfrid's and St Michael's hospices.
5. Our Cherished Moments mosaic was revealed in October 2024. More than 300 people submitted images of people or things special to them to build the mosaic wall.
6. In November 2024 we achieved the Gold Compassionate Employer Award, affirming our commitment to supporting employees who are dealing with grief, caregiving duties, or terminal illness.
7. We joined 142 other hospices in February 2025 for a national campaign to encourage more people to leave gifts in their wills.
8. Two cuddle beds arrived at the hospice in March 2025. These wider beds allow family and friends to cuddle up with their loved ones when staying on the Inpatient Unit.



2.

**PROUD TO BE
FREDIE™**



We're proud to be joining hospices across **England, Scotland and Wales** to protect the future of hospice care.

How could you help?

Host or join an event

From bake sales and raffles to fun runs and skydives, support from our community makes a huge difference.

Visit stwhospice.org/events to sign up to an upcoming event or phone **01323 434241** to discuss your fundraising idea with our team.

Play the lottery

From just £1 a week, you'll be in with a chance of winning £2,000 every single week, along with 200 other cash prizes and a rollover that reaches up to £25,000! Run by the Local Hospice Lottery, you can find out more at stwhospice.org/lottery or call **0800 316 0645**.

Volunteer with us

We're always looking to welcome new faces to our amazing team. If you have some time to spare and would like to make a difference

in your local community, we would love to hear from you. Visit stwhospice.org/volunteering or contact vsteam@stwhospice.org.

Leave us a gift in your will

Our Make a Will Month takes place in September each year. Leaving a gift in your will – whether a percentage of your estate or a fixed sum – is a wonderful way to support future generations.

Find out more on page 19.

Make a donation

It costs over £22,000 a day to ensure we're there for those who need us. Support St Wilfrid's with a regular gift, a one-off donation or by giving in memory of a loved one. If you can Gift Aid your donation, we are able to claim an extra 25p for every £1 donated at no cost to you.

Visit stwhospice.org/donate for further details.

“

**Great event,
well organised
& managed even
enjoyed the hills!
Well done
St Wilfrid's.**

**Event
participant**





**We are so
grateful for
all that you
do for us.
Thank you!**

 stwhospice.org

 **01323 434200**

 St Wilfrid's Hospice, 1 Broadwater Way, Eastbourne BN22 9PZ

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