



REACHING FURTHER

2022/23 IMPACT REPORT



Our year in numbers.

We cared for
2274
people.
1863
adults and
children and
411
loved ones.



24 365

Hours Days of the year

We cared for babies, children, young people and adults in their homes, schools, hospitals, care homes and at the hospice itself 365 days of the year, 24 hours a day.



We cared for

69

children in our in-patient unit for a total of

330

nights.



Our art and music therapists delivered

511

support sessions for adults, children and their loved ones.



Our play service team held

722

activity sessions for

152

children.



Our children's community service made

2917

phone calls.



Our children's community service cared for

381

children with

2659

visits.



In the community, our MyCare Co-ordination team made

1679

home visits and took

3862

calls to our 24-hour advice line.



Our social work team supported

391

patients and relatives.



We prevented

516

hospital admissions.



108

adults were cared for in our adult in-patient unit for a total of

1301

nights.



Our rehabilitation team delivered

402

sessions to

165

patients.



Our volunteers made

122

visits to patients in their own homes through our Hospice at Home service.

A warm welcome to the 2022/23 Impact Report.

Each year, the publishing of this report provides an opportunity to reflect on the previous year while looking ahead to the many exciting things coming up.

We continue to provide patient-centred care for our community, supporting 2274 people (1863 adults and children and 411 loved ones), however this year has not been without its challenges.

The cost-of-living crisis, massive increases in energy prices (over £250,000) and political instability at home and further afield

have made operating a complex organisation like ours even more challenging - especially from a financial point of view.

Despite these challenges, our incredible teams have continued to provide the best possible care to patients and their families. I've been inspired by the hard work, commitment and creativity shown across the organisation, which has enabled us to continue delivering services that make such an impact to the lives of people in our community.

Earlier this year, we were excited to launch the 2023-26 strategy. It has a strong focus on sustainability, both financially and within our environment. We're embracing digital technology and innovation so we can implement processes that are fit for the future.

Alongside this, we are reviewing our governance to ensure we're well-led and administrated, and that we're managing our risks appropriately. In doing this, we hope to build trust with confidence - trust with money, patients and families.

Keech Hospice Care is a place for everyone. As a business, we're striving to become a more equal, equitable and inclusive organisation so we're well-

equipped to provide care in a way that meets the needs of all the communities we serve. Addressing poverty and reaching out to less-served communities is a priority, and we continue to collaborate with other local organisations to help us achieve our vision.

Fundraising remains crucial to our operation, and we continue to be inspired every day by the incredible efforts of our supporters. Each of the teams who contribute to income generation have worked incredibly hard to the evolving landscape since the pandemic. We've been particularly encouraged by the performance of our shops, which have contributed an impressive £1.8m of funding this year.

We recently announced that Bedford Daycare Hospice merged into Keech Hospice Care in June 2023. The merger will help us reach and support more patients throughout our community and attract and retain outstanding clinical professionals, staff and volunteers. Both hospices are already well known for the outstanding quality of care they provide, and this development will ensure that more people can benefit from the range of services offered by both charities.

This report demonstrates the incredibly wide range of care available to patients and their families within the hospice building and the wider community. As we look ahead to the coming year, we welcome the developments within

children's care, especially neonatal care where babies are born with life-limiting conditions, and in the transition between care for teenage/young people and adults.

All that's left to say is thank you. Thank you for helping us continue making the difference when it matters the most.

Liz Searle
Chief Executive Officer



This year we supported
2274
people.
1863
Adults and children and
411
loved ones.

Our Strategy 2023-26

Our Vision:

Making the difference when it matters the most.

Our Mission:

To lead the way in providing excellent care, supporting children and adults with life-limiting conditions and those affected by death and dying, helping them to live well and make every day count.

Our Strategic Aims

- We will transform the environment, systems and conversations about living well, death and dying: pioneering new models of care.
- We will be impactful with our digital, data and communication approaches, driving change.
- We will deliver leading education, innovation and research, improving knowledge and skills everywhere, moving towards our aspiration of being a university teaching hospice.
- We will attract, retain and engage the best talent and provide opportunity to develop from the outset, valuing difference.
- We will drive efficiency and effectiveness to ensure long term financial and environmental sustainability: becoming the charity of choice for our communities.
- We will be expertly led, effectively governed, and a values driven learning organisation.



We deliver better outcomes by **working together**.

I value the contribution of my colleagues wherever they work or volunteer.

I look for ways to be more inclusive and welcoming of all.

I seek opportunities to work with others.

I readily share my knowledge and expertise.



We take **care** of each other.

I think about how my actions and words impact on those around me.

I listen to and value the contribution of others.

I act with compassion and kindness at all times.

I offer and receive feedback so that we can grow and develop together.

OUR VALUES



We can be **trusted** and **respected** for our **professionalism**.

I can be trusted with your information and your care.

I can be relied upon to use your donation or gift wisely.

I have integrity and am accountable for my decisions and actions.

I act in a way that is fair and transparent and clear for all to understand.



We are **committed** and **innovative**.

I respect our resources and use them carefully.

I approach change with an open mind.

I look for ways to increase productivity and improve quality.

I am dedicated to what I do because the work of Keech inspires me.

We're reaching more people, earlier.

Our rehabilitation team delivered **402** sessions to **165** patients.

Our supportive care team have continued to ensure the wellbeing of both patients and their loved ones.

We implement a multi-disciplinary approach, providing a wide range of therapies such as art, music, talking therapy and group sessions – which together can make a positive impact.

Over the past year, we have made significant progress in promoting diversity and inclusivity across our care services. Our KEEPNET initiative enhances research capacity and the capability to improve access of palliative and end-of-life care among the ethnic minority population across Bedfordshire, Hertfordshire, Luton and Milton Keynes. In addition, our outreach workers and connectors

have contributed to raising awareness of our services by connecting with individuals from various cultural, faith, age, gender and sexual orientation backgrounds. While there is still work to be done, we have seen positive changes in creating a more inclusive workforce within our organisation.

Being inclusive and representative of the communities we serve is an ongoing ambition for us. It is closely tied to our ability to deliver services in a way that aligns with the preferences and needs of our communities. When individuals can see someone who looks like them or shares a common background, it creates a sense of belonging and comfort. It increases the likelihood of them engaging

with our services and staying connected. By having a diverse workforce that reflects the community, we have been able to foster that connection and trust.

Understanding the unique needs and differences among communities has been crucial. It has allowed us to provide tailored and culturally-sensitive care. By having individuals who represent those communities within our workforce, we have gained invaluable insights and perspectives. Their presence contributes to enhancing our services and ensuring they are responsive to the diverse needs of the people we serve. It's a two-way process where we strive for inclusivity and representation, which ultimately supports the quality and effectiveness of our services.

"We're reaching more people and providing a well-rounded and tailored service based on our patients' needs. We acknowledge that we can't separate a person's physical, psychological and spiritual needs.

"By addressing all these aspects, we have been able to make the difference in their lives."



Elaine Tolliday,
Clinical Director and Deputy CEO

We're talking to everyone.

Over the last year, we have begun to address ways in which we can tackle health inequities – starting with communities we know are less likely to access our services, such as South Asian communities, LGBTQ+, homeless people and prison populations.

Our education team has been working proactively in this area, looking at ways in which palliative and end-of-life care can be provided within the LGBTQ+ community. Earlier this year, the work of Mark Pedder, Lecturer Practitioner, and Roger Kelly, Complementary Therapy Coordinator, both

at Keech Hospice Care, was recognised in a report released by Hospice UK. The report 'I Just Want To Be Me' focuses on trans and gender diverse communities' access to and experiences of palliative and end-of-life care.

This year, we have actively been celebrating PRIDE. Pride month is about acceptance, equity, celebrating the work of LGBTQ+ people, education in LGBTQ+ history and raising awareness of issues affecting people in this community.

"We have worked hard in recent years to get the message across that care is available to people much earlier than they might realise. We're also developing projects to improve the inclusivity of palliative care, especially with those experiencing homelessness and the LGBTQ+ communities, for example.

"It's about recognising that palliative care is across all spectrums. It's about recognising that some communities won't come to us, so we need to go to them."



Mark Pedder,
Lecturer
Practitioner
in Palliative &
End-of-Life
Care

Our community-focused initiatives involve engaging with individuals from different religions and understanding that some may not traditionally seek care in hospice settings.

It's crucial for us to go out into the community and tell people that hospice care extends beyond the physical building and is an integral part of the larger community.



Last year, with support from one of the Keech ambassadors, Mostaque Koyes, we successfully raised the funds for a new post of Community Connector, Mohammed Rahman. Much of the money needed to fund this role was raised within the community itself.

Mohammed's role is already helping us raise awareness of our services and change perceptions within the South Asian community. We are confident that as our work continues, we will be better placed to provide care for people in a way that works within their own cultural framework.

"After inviting key members from the South Asian community for a hospice tour, we have seen a genuine interest in the services that Keech provide, and we feel we're establishing key relationships.


"We've been approached by mosques to discuss fundraising opportunities, and the topic of volunteering has also been mentioned. Through the relationships we're building and the arts-based No Barriers Here training I've completed, we're aiming to reach the wider South Asian community across the three counties, in faith schools and in local libraries."

Mohammed Rahman,
Community Connector

Mohammed in action!

Our volunteers made **122** visits to patients in their own homes through our Hospice at Home service.

In the community, our MyCare Co-ordination team made **1679** home visits, and took **3862** calls to our 24-hour advice line.



We're going further to support people based on their individual needs.

We support a community made up of a wide range of different cultures and ethnicities. It's crucial that we always pay attention to the unique needs of each distinct group, making sure we can provide care in a way which is sensitive to their needs.

By embracing this mindset, we have been able to address inequities so, wherever possible, our services are responsive and inclusive for all families in need.

This approach allows us to develop services tailored to each group. For instance, we are currently engaged in the KEEPNET project. This aims to understand and address the specific requirements of South Asian communities.

Additionally, in the case of children, we are commissioning a consultant to conduct a thorough review of existing perinatal services for families of babies living with or those expecting a baby with a life-limiting condition. The objective is to identify gaps in local services and determine what would genuinely benefit these families. Subsequently, we will implement the necessary changes over the next couple of years.

Many families express a desire for their babies to receive support at home, leading to a rise in home-based end-of-life care and deaths. As such, we have adapted our services to provide intensive symptom management and end-of-life care in the comfort of our patients' homes.

"We have observed an increase in infants surviving beyond the immediate newborn period, resulting in a greater demand for home-based end-of-life care.

"This development has prompted us to reflect on our perinatal service and the need to provide patient-centric care for families based on their individual circumstances.

"In response, we have been actively working with acute hospitals to establish effective referral pathways."



Sonya O'Leary,
Associate
Director Patient
Services
(Children)

Our social work team supported
391
patients and relatives.

We cared for
69
children in our in-patient unit for a total of
330
nights.

We're bringing care services together.

We prevented
516
hospital admissions.

As we continue to see an increase in the number of young people living longer with life-limiting conditions, a crucial aspect we are addressing is the transition from paediatric to adult hospice services.

The transition between teenage, young adult and adult services represents the opposite end of the scale to perinatal care - but is equally significant. As individuals reach this critical juncture, it is vital to ensure a seamless transition and provide the necessary support.

Traditionally, adult hospices have not been adequately equipped, in terms of services and resources, to cater to the unique needs of young individuals.

We have recently introduced two transition leads within our area, which have been funded by two integrated care boards. The transition leads play a vital role in supporting young people from the age of 14, collaborating with adult hospices to enhance support for this specific demographic. Their presence and expertise have already started to make a difference in understanding and supporting the needs of young individuals in the area.

By addressing the specific needs of young individuals transitioning into adult hospice services, meeting the increasing demand for community services in children's care, and providing comprehensive support in adult services, we are making significant

steps forward in improving the quality of care.

In addition to generous donations from the public through fundraising, we have benefitted from funding from Trusts which have been instrumental in enabling us to provide support to individuals with complex needs. The wellbeing centre and the in-patient unit have been particularly affected by the complexities of patient needs. But thanks to this support, we have been able to continue helping individuals during the most vulnerable times of their condition.

"By working together, we have been able to create a seamless transition process and ensure that the adult hospices are equipped to meet the needs of

young individuals entering their services. This work has been ongoing for approximately a year, and we anticipate significant benefits to emerge in the next few years.

"Shifting focus to adult services, the MyCare service and the wellbeing service have continued to play a crucial role in coordinating individuals' care and providing outpatient support. MyCare has successfully delivered coordinated care, ensuring a seamless experience for patients while also offering a 24-hour support line."



Claire Nicholson,
Transition
Lead

We're supporting patients and their loved ones.

This year, we have benefited from two cuddle beds on our adult in-patient unit. The bed has the same footprint as a standard ward bed, but at the touch of a button, it can widen to a double bed. As the name suggests, this enables patients to lie with partners, family members or friends – providing an opportunity for close contact.

The cuddle beds were introduced through a significant fundraising effort, spearheaded by two members of our adult care team. Already we have seen the benefits; a young man and his wife were able to spend valuable time together in the evenings, providing comfort. Similarly, a young mother with two children could watch TV and spend quality time as a family in bed.

The ability to provide personalised and compassionate care significantly contributes to the building of trust with patients – which can make the difference between a patient choosing to seek support or not. Creating an environment where patients feel comfortable and supported has a profound impact on their experience, and on our ability to provide patient-centric care.

Being able to get into the same bed as your loved one and have a cuddle or offer comfort at the most tender of times is proving to be incredibly beneficial.

Innovative initiatives like these are being implemented to enhance patient care and experience. From streamlining admissions and transfusions

to expanding specialised clinics and launching dedicated support services, healthcare providers are continuously evolving to meet the changing needs of their patients.

Furthermore, efforts to improve staffing and training, along with fostering trust and providing compassionate care, are transforming healthcare into a more patient-centric and inclusive environment.

“A couple who were being seen in the nurse-led clinic speak very highly of the cuddle bed, saying it has “changed our lives.” They had never spent a night apart in over 20 years of marriage. The husband's anxiety was so high, he would only stay if his wife could be with him. Without

the cuddle bed, he might not have received the necessary treatment that we were able to offer on site.

“Now, he is back home and living a good quality life, thanks to the bed's impact on his anxiety and overall treatment process.

“The cuddle beds not only have an emotional benefit but can also positively influence treatment outcomes. With their families spending time adjusting medications and providing comfort, patients feel more at ease when their loved ones can stay with them.

“It also helps build trust and involvement in their care, both during their stay and after returning home.

These efforts not only improve patient satisfaction but also foster a sense of dignity, comfort, and emotional wellbeing during challenging times.”



Julia Matthews,
Palliative
Care Clinical
Nurse
Specialist

108
adults were cared
for in our adult
in-patient unit
for a total of
1301
nights.

We're making access to our care simple.

We've improved efficiency in accessing hospice services, particularly through self-referrals and nurse-led admissions.

A notable accomplishment from the past year has been the successful implementation of the self-referral system. This system has had a positive impact by empowering patients to refer themselves to our services via our website, granting them greater control and choice in their healthcare journey.

Since the system was introduced, we have observed a significant increase in self-referrals.

This transformational approach allows us to reach

individuals who may not have been referred through traditional channels, thereby ensuring they receive the support they need.

Patients who have regular follow-ups at a hospital may not get any extra help apart from those visits. They might not be referred to community teams or receive support from specialist nurses during those follow-ups.

When patients refer themselves, it often enables us to engage with them much earlier than might otherwise have been the case. By proactively addressing their needs, we can help them benefit from our diverse programmes and support services.

While the increase in referrals has resulted in longer waiting lists for our teams, our primary focus remains on ensuring that those who require our services can access them as soon as possible. To achieve this, we are currently evaluating our teams to identify areas where additional support may be necessary.

The successful implementation of the self-referral system has been a significant achievement, empowering patients to make informed choices about their healthcare.



Number of external
referrals to Keech:

530

Number of self-referrals
to Keech:

140

Percentage of self-referrals
from total:

26%

Our art and music
therapists delivered
511
support sessions for
adults, children and
their loved ones.

**We're connecting
people with
shared experiences
so they don't feel
alone.**

**Grief is a unique
experience to everyone,
and we're here to provide
support for people that
need it in the weeks,
months and sometimes
years before and after a
bereavement.**

Our family support team work tirelessly to provide this support through a range of guided sessions that help people find valuable connections and opportunities to share and heal.

This year, our family support team continued to provide bereavement support for family and friends, through art therapy, music therapy and spiritual support. These creative therapies provide a great opportunity to explore emotions and feelings. Those taking part are also able to make

new connections with other people who have experienced a bereavement.

The aim is to highlight the resources they possess and can turn to when experiencing distress, fostering open conversation among the participants. The Sparklers group provides a safe space for young individuals to be themselves and share their worries or emotions.

"During the pandemic, we were forced to adapt our services to offer telephone and online support. This year we have been transitioning back to in-person sessions while still providing virtual options when necessary. This flexibility has made our support more accessible to individuals who may have difficulty reaching the hospice in person.

"We have established a bereaved mums group called "MUM" (Mums Understanding Mums). This gives those attending the opportunity to meet other people who have experienced the loss of a child.

"Another initiative which continues to make an impact is 'Sparklers', a bereavement support group for young people.

"Sparklers takes place once a month, providing a safe space for children and teenagers to express themselves, share their feelings and connect with others who have experienced loss. The sessions include sharing time and planned activities focused on emotional wellbeing.

"The sessions are open-ended, allowing participants to attend as many times as they wish. We start with a news sharing segment, where each child can speak about anything they'd like to share, before going ahead with planned activities that vary each month.

"These include creating personal emotional first aid boxes using air drying clay."



Lesley Beaney,
Family
support
worker.

We're looking after each other.

We simply couldn't do what we do without our team. Looking after our people by supporting their physical and mental health, is critical to how we achieve this.

Last year, we participated in the Best Companies surveys, which compares our organisation with others across a range of sectors. We're delighted to report that we ranked well

in multiple categories and achieved remarkable levels of workplace engagement.

Approximately 60% of our staff responded to the survey, reflecting their positive engagement. We're naturally delighted with this outcome. Our aim is that with the additional wellbeing programmes now on offer, we'll continue to rank highly in the years to come.

This year, we have focused on mental health support for our colleagues, and we now have over 20 mental health champions who help raise awareness of mental health. Our own Hospice Mental Health Week was successful, and provided a platform to showcase the additional support available.

All colleagues, including volunteers, were provided with access to the "My Mind Power" app, which is accessible via mobile devices or desktops. This service provides personalised mental fitness tasks and engaging videos.

We also launched a comprehensive support program which includes a 24/7 Employee Assistance Program accessible via phone or online. To

complement the efforts of our mental health champions, we have organised monthly "Wellbeing Wednesday" sessions, which are held online and in person. They cover various topics and are personalised by the mental health champions. Feedback has been overwhelmingly positive, and we've recently increased the frequency so more sessions are held each month.

This year, we have also provided staff members with access to the Medicash health plan, which offers cash-back reimbursements for various health expenses. We aim to support staff members in feeling good and staying healthy, ultimately impacting their overall wellbeing, retention and recruitment.

The pandemic emphasised the need for wellbeing support, prompting us to prioritise staff mental and physical wellbeing. As an organisation, we take pride in our achievements and dedication to mental health support. By fostering a positive and supportive work environment, we strive to make a lasting impact on the wellbeing of our staff.



One of the
top 25 charity
organisations



82nd among
the best large
companies to
work for in
the UK



34th in the
East of England
regional
ranking.



We're planning for a bright future.

As we look ahead to a bright future for Keech Hospice Care, we are fully focussed on our mission:

To lead the way in providing excellent care, supporting children and adults with life-limiting conditions and those affected by death and dying, helping them to live well and make every day count.

We're proud to be an organisation that embraces change. Recognising the importance of staying up to date with technological advancements, we are in the process of transitioning to a hybrid cloud system while replacing older server technologies.

This ambitious project is essential as we look to streamline our operations, improve data security,

and enhance the overall efficiency of our hospice. Despite the importance of these types of projects, it can be very challenging to find funding. We are grateful to a forward-thinking trust that enabled this project to go ahead.

To achieve this, it is important that we embrace ways to make the most of the data available to us. This involves making information easy to access and explore so we can make intelligent and informed decisions based on existing data across all departments and to make our communications channels as efficient as possible.

Technological advancements alone cannot guarantee success. Effective communication with our target audiences is just as

important. By articulating our message clearly, concisely and without jargon, we can maximise our impact and foster greater engagement with patients, families and supporters.

By embracing these technological advancements, we strive to provide the best possible care and support to our patients and their families.

"Moving forward, we remain committed to embracing change, enhancing our facilities, and leveraging technology to ensure we continue to make a positive impact on the lives of those we serve."



Andrea Daniels,
Executive
Director
Innovation,
Digital &
Engagement





**We're grateful for
support from trusts,
foundations, councils
and individual donors.**

We are incredibly grateful for the support we receive from grant giving trusts and foundations, councils, and individual donors.

Their donations make significant contributions towards the continuation and development of services, equipment, and renovations to our building.

Over the past year, we have received grant funding across our broad service, which has been set aside to help fund anything from music therapy sessions and Hospice at Home service to nights on our adult in-patient unit, our children's services and new pieces of equipment, such as suction machines.

We also receive grants towards our general costs. These are invaluable as they enable us to use the funds where they are most needed, for example, nurses' salaries and utility bills.

Thank you for your continued financial support. It truly makes a significant difference.



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2274
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411
loved ones.



We can't do it
without you!

As a charity, we need to raise over **£7m** every year.

That's **£19,000** every day to continue our specialist care for children, adults and their families.

Our work is only made possible thanks to the incredible generosity of supporters and our inspirational volunteers.

Donations come from a variety of sources. But whether from individuals (including gifts from wills, trust and grant donations), regular monthly donations, corporate support or inspirational challenges, your support really does make a huge difference.

Words can't express how grateful we are for this financial support as we recover, refresh and revitalise our services to ensure we're here for everyone who needs us when it matters the most.

Allocation of spend on services.



- **Adult Services (Adults and Wellbeing service combined): 43%**
- **Children's Services: 37%**
- **Supportive Care: 12%**
- **Educate and Communicate: 8%**

Did you know?

For every **£1** donated **88p** goes directly to provide care and support.

Your **£1** donation delivered **£4.91** of value to our community and helped:

- Our adult in-patient unit contribute **£5.228m** to our community
- Our teams reduce hospital admissions, saving the NHS **£6.5m**
- Our bereavement service provides a financial return to our community of almost **£2m**
- We received three minor complaints about our fundraising activity, all of which were quickly resolved.

Source: Cranfield University School of Management Social Return on Investment Report.

Thank you so much for your support.

It's helping us continue making the difference when it matters the most to children and adults, and their families.

www.keech.org.uk/donate

We know there's so much more we could do...

With your help, we can do it.

Keech Hospice Care is the children's hospice for Bedfordshire, Hertfordshire and Milton Keynes, and the adult hospice for Luton and Bedfordshire.

We're proud to be one of the few hospice charities in the UK that supports and cares for children and adults, and their families.


It might surprise you to hear only one-third of our care is provided at the hospice itself. Every day, our excellent specialist care teams are in family homes, hospitals, schools and care homes – wherever our support is needed the most and makes the biggest difference.

We have relied on over **1800** volunteers, including over **900** retail volunteers.

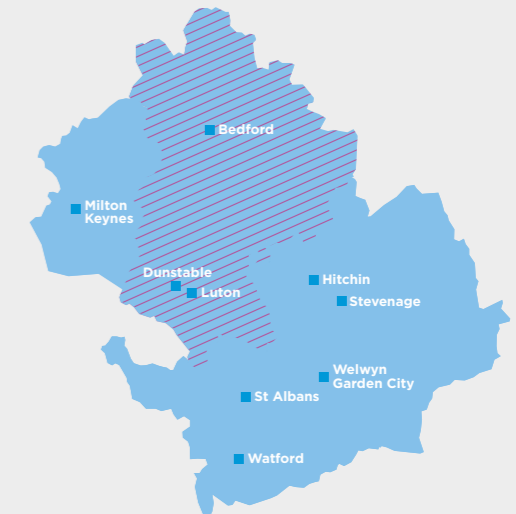
A huge 'thank you' to all our truly wonderful donors and volunteers. We honestly cannot do what we do without you.

Whether you provide your time, funding or both, we're really grateful for everything you give.

Where we provide care:

 **Adult service**

 **Children's service**



www.keech.org.uk/donate





01582 707940



If you have any questions or
would like to find out more
about getting involved,
email us at:

letmehelp@keech.org.uk



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www.keech.org.uk



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