



## Care at the Heart: A Year of Impact

Compassion in Action: Transforming Lives  
Through Dedicated Service



We spend  
**£8m**  
a year to provide our  
care services

We cared for **2143**  
people **1808**  
adults and children and  
**339** loved ones\*

It costs **£22k** a day  
to run the hospice

**90**  
adults were cared for  
in our Adult In-Patient  
Unit for a total of  
**1329**  
nights

# OUR YEAR

We sort over  
**250**  
tonnes of stock every  
month through  
our shops

Retail contribute over  
**£1.8m**  
a year to support  
our care services

In the community, our My Care  
Co-ordination Team made  
**1532**  
home visits and took  
**3154**  
calls to our 24-hour  
advice line



# IN NUMBERS



Our services  
save the NHS over  
**£6.5m**  
a year

We cared for  
**101**  
children in our In-Patient  
Unit for a total of  
**272**  
nights

We are  
supported by  
**1455**  
volunteers

## Foreword from our CEO

The past 12 months has been a year of both challenges and innovation for our hospice. Increased demand, driven by an ageing population and increasing complex needs of both adults and children, alongside the cost of living crisis and inflation, all have placed significant financial pressure on us. We have taken our influencing role right to the top of Government to ensure hospice funding is understood and the needs of patients are heard.

Despite these hurdles, we have remained committed to providing compassionate, high-quality care to those who need it most. This year, we continued to focus on our community-based services, focusing on having compassionate conversations with the public. Our Children's team have supported increasing numbers of children and their families at the end of their life in their own homes.

Our constant innovation has helped us reach more people and extend our impact beyond our hospice walls. Our dedicated staff and volunteers have been the foundation of these efforts, we have faced workforce shortages with unwavering resolve. Supporting and retaining our team through professional development and staff engagement will remain a top priority moving forward.

We also recognise the importance of addressing inequalities in access to hospice care, particularly in underserved and minority communities. Ensuring that everyone who needs end-of-life care can access it, regardless of background, remains central to our mission.

This year's impact report highlights the resilience of our hospice and the generosity of our supporters, whose commitment has allowed us to make the difference when it matters the most to our patients and their families. Without your continued support, we wouldn't be able to do what we do, so thank you.



**Liz Searle**  
Chief Executive Officer

## Reaching more people earlier

This year, we made a significant impact by reaching more people earlier in their care journey. Our rehabilitation team delivered 849 sessions to 185 patients, focusing on early intervention and personalised support. Through our My Care Co-ordination Team, we made 1,532 home visits and answered 3,154 calls via our 24-hour advice line, ensuring patients and families receive vital care and advice when they need it most.

By expanding early access to care, we're able to address not only physical needs but also emotional and psychological well-being. Our multi-disciplinary approach, which includes a wide range of sessions, such as art, music, and talking therapies, offers holistic support to patients and their loved ones. Our mission to provide compassionate, comprehensive care is at the core of our vision: Making the difference when it matters the most.

**Our rehabilitation team delivered 849 sessions to 185 patients, providing early, personalised support that improves physical, emotional, and psychological well-being.**

**“There is so much on offer, I struggle to attend all the groups, even though I'd love to. It really has made a difference to my everyday.”**

**David, a patient we're supporting**





**“A key learning from the project is that palliative care spans all spectrums, and for it to be effective, we must reach out to communities who may not come to us. By bringing the service to them, we can better address their needs.”**

**Mark Pedder,**  
Palliative Care Inclusive  
Health Nurse

## Driving Inclusivity and Tackling Inequalities

Building on last year’s success in addressing health inequalities, our focus on inclusivity has driven impactful change. This has significantly improved access to palliative care for ethnic minority groups in Bedfordshire, Hertfordshire, Luton, and Milton Keynes. Our outreach workers have worked tirelessly to raise awareness and connect with South Asian, LGBTQ+, homeless, and prison populations, ensuring no one is left behind.

As such, Keech is commencing work to lead an initiative addressing inequalities in the provision of palliative care, focusing on the unique care needs of Luton’s homeless community.

The outreach initiative addresses the logistical and emotional barriers that often prevent these individuals from seeking care. Initially this started out as a weekly outreach clinic, the service has since evolved into a more flexible bespoke model, that adapts to the unpredictable nature of the community we look after.

By reframing the conversation and tackling the stigma associated with homelessness, the service seeks to enhance health outcomes and extend life expectancy for this vulnerable population. It also aims to reduce unnecessary hospital visits and foster better end-of-life discussions, ensuring more compassionate and appropriate care.



**“As a leading provider of palliative care education in Bedfordshire, Luton, and Milton Keynes, we’re committed to empowering health and social care professionals and the wider community with the knowledge and skills needed to deliver compassionate, high-quality care.**

**Whether you’re seeking an introduction to end-of-life care or advanced training, our diverse range of courses ensures there’s something for everyone.”**

**Tracy Plunkett,**  
Head of Learning,  
Development & Research

## Education and Learning

We’re proud to be the destination for education across Bedfordshire, Luton, and Milton Keynes. We offer a comprehensive range of courses throughout the year, catering to everyone from those seeking introductory sessions to healthcare professionals looking for advanced palliative care masterclasses and full study days.

Our education and training sessions, available both online and in person, cover a broad array of topics, including end-of-life care, bereavement, and best practices for delivering compassionate care.

Whether you’re a healthcare professional, student or simply someone looking to expand your understanding of these vital topics, our resources are open to all.

We believe in equipping our community with the knowledge and skills needed to deliver exceptional care, alongside building confidence to have conversations regarding death, dying, bereavement and loss and planning ahead to ensure wishes are met so together we can make a difference when it matters the most. Explore what’s available and see how we can support your learning journey.



# Transitioning Care

This year, transition leads have worked hard to ensure young people moving to adult care services experience a smooth transition with the necessary support. Often, young people lack a coordinator within health, social care, and education, leaving parents exhausted from advocating alone. Now, transition leads champion these young people and their families across all areas of their transition.

Through a network spanning Hertfordshire, Bedfordshire, Luton, and Milton Keynes, transition leads have developed pathways with most adult hospices in the region. This includes joint visits, handover clinics, and shared care between ages 18 and 19. The network connects hospice representatives to share best practices and provide peer support, encouraging hospices to broaden referral criteria and meet young people's needs creatively.

For families facing a transition to adult care, the support of a transition lead is invaluable. Acting as a bridge between services, they close service gaps, make referrals, and help children's and adult services work together to ensure continuous care for the young person and their family.

We prevented **402** hospital admissions

**“As more young people with life-limiting conditions live longer, helping them transition from paediatric to adult care is so important to us. Our dedicated transition leads are making a real difference by providing personalised care and guiding each young person through this crucial time.**

**We're incredibly proud of how these initiatives are helping to ensure smoother, more seamless transitions, allowing us to continue delivering the compassionate, high-quality care our young people deserve.”**

**Elaine Tolliday,**  
Deputy CEO and  
Clinical Director

We cared for **90** adults in our Adult In-Patient Unit for a total of **1329** nights

This year following a review of our hydrotherapy pool service and needs, we completed work on our changing facilities, redesigning and repurposing the space. The newly designed assisted changing area has provided better facilities to all our patients and their families, with more individual changing spaces, improved layout of accessible rooms, added storage for wheelchairs, and a locker area. The drainage system has been improved so that the assisted changing rooms aren't as wet underfoot and slips are reduced.

Many of us take swimming for granted, but for our child patients, local leisure centres pose infection risks and lack necessary facilities. Our pool provides a safe environment for families to enjoy swimming together, allowing siblings to play and create memories while children can relax and bond with their parents in the warm water.

These enhancements have allowed us to double our daily usage to 120 patients, increasing our total capacity to 252 pool users. In addition, the overall experience for patients and their families has been significantly enhanced.

**“Keech has opened up the world for us as a family. Our favourite activity is a family swim in their hydrotherapy pool. It's amazing for Breanna, the warm temperature relaxes her muscles meaning she can be pain free floating in the water.**

**She often falls asleep which always makes us smile. For Kevaughn and I, it's quality time together in a space where people know, care, and understand us. That's priceless.”**

**Parents of Breanna,**  
a child we are  
supporting



**“Our staff and volunteers are truly the heartbeat of our organisation.**

**Their commitment is what enables us to deliver such high-quality care. By focusing on their well-being, we not only support them**

**personally but also ensure the long-term success of our mission.**

**It’s their dedication that keeps us strong, and we are deeply grateful for their ongoing contributions.”**

**Matt Ambler,**  
Associate Director  
of People

## Our People: Volunteers and Staff

Our volunteers and staff are the driving force behind everything we do, and their well-being is at the heart of our success. This year, we participated in the Best Companies surveys, with approximately 60% of our staff responding, highlighting the positive and inclusive environment we strive to create. We have focused on enhancing mental health support by investing in our mental health champions, who raise awareness and offer support, while also providing tools like the My Mind Power app and our 24/7 Employee Assistance Program. These initiatives are

fostering a supportive work environment that boosts engagement, retention, and job satisfaction.

Like many in the healthcare sector, we face challenges in recruiting and retaining skilled staff, but we are addressing these with professional development grants and other support initiatives. With the continued dedication of our volunteers and staff, coupled with our well-being programs, we are building a workplace culture that prioritises mental and physical health, ensuring we remain a thriving, supportive organisation.

**We are supported by**

**1455**  
**volunteers**



**“Thanks to the incredible generosity of our supporters, we’ve raised vital funds that directly impact the care we provide.**

**This year alone, your contributions have allowed us to deliver 849 rehabilitation sessions, make 1,532 home visits, and support over 3,000 calls through our 24-hour advice line.**

**Every pound raised makes a tangible difference in the lives of those we care for, helping us reach more patients and their families when they need us most. Your support is vital to our hospice, and we couldn’t do it without you.”**

**Nikki Samsa,**  
Associate Director  
Supporter Engagement

## **Income generation and support in the community**

Hospice care has a profound impact on the communities it serves, providing compassionate end-of-life care to everyone, regardless of their background. We focus on helping individuals live well for as long as possible, managing symptoms and emotional needs with dignity and respect.

Beyond caring for patients, we offer essential support to families and loved ones, guiding them through their journey and continuing with bereavement support long after their loved one has passed. This holistic care helps not just the individual but the entire family.

The care we deliver is made possible by the income generated through our fundraising efforts, with every pound raised, 90p going directly back into providing this vital support. Our community remains at the heart of these efforts because their generosity allows us to continue offering the high-quality care our patients and their families rely on. Together, we’re not just supporting individuals at the end of life, but helping families and communities navigate these challenging times with compassion.



## Allocation of spend on services

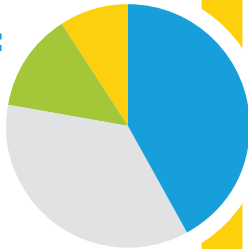
### Adult Services

**Adults and Wellbeing service combined:**  
42%

**Children's Services:**  
36%

**Supportive Care:**  
13%

**Educate and Communicate:**  
9%



## Did you know?

**For every £1 generated 90p goes directly to provide care and support.**

**Rob Davies,**  
Finance and Corporate Services Director



**Every £1 generated 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**

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

**We received three minor complaints about our fundraising activity, all of which were quickly resolved.**

# We can't do it without you!

As a charity, we spend **£8m** a year, that's **£22,000** every day to continue to provide the specialist care to our patients and their families.

Our work is made possible by the incredible generosity of our supporters and inspirational volunteers. Donations come from various sources, including individual gifts, such as gifts in wills, trust and grant donations, regular monthly contributions, corporate support, and inspiring challenges. Each contribution genuinely makes a huge difference.

We are truly grateful for this financial support as we recover, refresh, and revitalize our services. Your generosity allows us to continue our mission to offer compassionate care and ensure we're here for everyone and anyone in our community who needs us when it matters the most.

## Our future vision 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 everyday 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.

# Looking Forward

Sustainability is a key priority as we plan for Keech Hospice Care's future. The growing demand for our services, coupled with financial pressures, has driven us to focus on resource efficiency and innovative fundraising strategies. Thanks to the support of Trusts, foundations, councils, and generous donors, we've been able to continue providing vital services, from music therapy sessions to home-based end-of-life care.

Our forward-thinking approach includes transitioning to a hybrid cloud system, which will improve operational efficiency and data security. By embracing new technologies and deepening our engagement with communities, we remain steadfast in our mission to make every day count for those we serve.



Together, with the help of our supporters, we can ensure that Keech Hospice Care continues to thrive, supporting more families now and in the future.

**“As a volunteer for over 20 years, I've seen incredible positive change at Keech. The dedication to sustainability has never been more important, especially as the demand for our services continues to grow.**

**I've witnessed and felt first hand how innovative approaches, like new fundraising efforts and using technology, have helped us stay efficient while still delivering the vital care we're known for, from music therapy to home-based support.**

**It's amazing to see how the community, donors, and trusts come together to keep us going strong. I'm proud to be part of an organisation that continues to evolve while staying true to its mission of making every day count for those we care for.”**

**Richard,**  
Hospice Volunteer

# Thank you

**We know there's so much more we can achieve...**


**With your help, together we can make it happen.**

Keech Hospice Care is the children's hospice for Bedfordshire, Hertfordshire, and Milton Keynes, and the adult hospice for Luton and Bedfordshire. We take pride in being one of the few hospice charities in the UK that provides support and care for both children and adults, as well as their families.

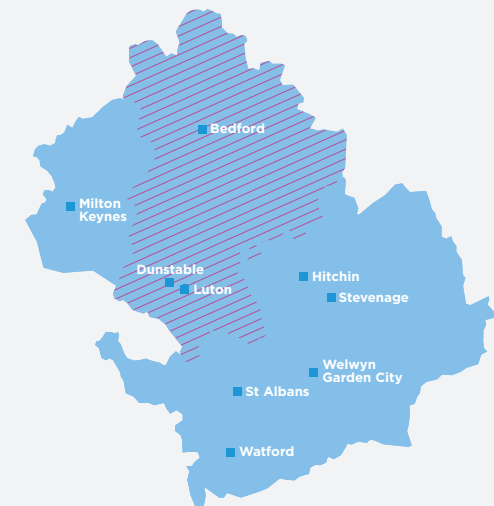
You may be surprised to learn that only one-third of our care is provided at the hospice itself. Each day, our exceptional specialist care teams are actively working in family homes, hospitals, schools, and care homes—wherever our support is needed most and can make the greatest impact.

Whether you provide your time, funding or both, we're so grateful and without you and your support, Keech honestly wouldn't be able to provide the amazing service and care that we do, thank you.

## Where we provide care

 **Adult service**

 **Children's service**



**It costs £22k a day to run the hospice. To support our work, please make a donation using the QR code or the link below.**



**Thank you.**

**[www.keech.org.uk/donate](http://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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